BROADCASTING

Broadcast Advertising

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DETROIT

to the maker* of a substitute product...

WOR thinks you ought to know about a man who had to market a substitute product pronto. It was a flavoring. To be specific, like vanilla. Said the maker, "Please go out and shout loud for me. Make people look up, listen, go buy my vanilla."

In 8 weeks WOR doubled the high sales-expectancy this harried maker had set for himself. In 8 weeks WOR put the product on the shelves of 50% more dealers. WOR, in fact, opened up grand new distribution for this man in the residential communities of New Jersey, Long Island, Connecticut, Rhode Island and Pennsylvania.

Said he generously, "WOR did a better job than any media I've used."

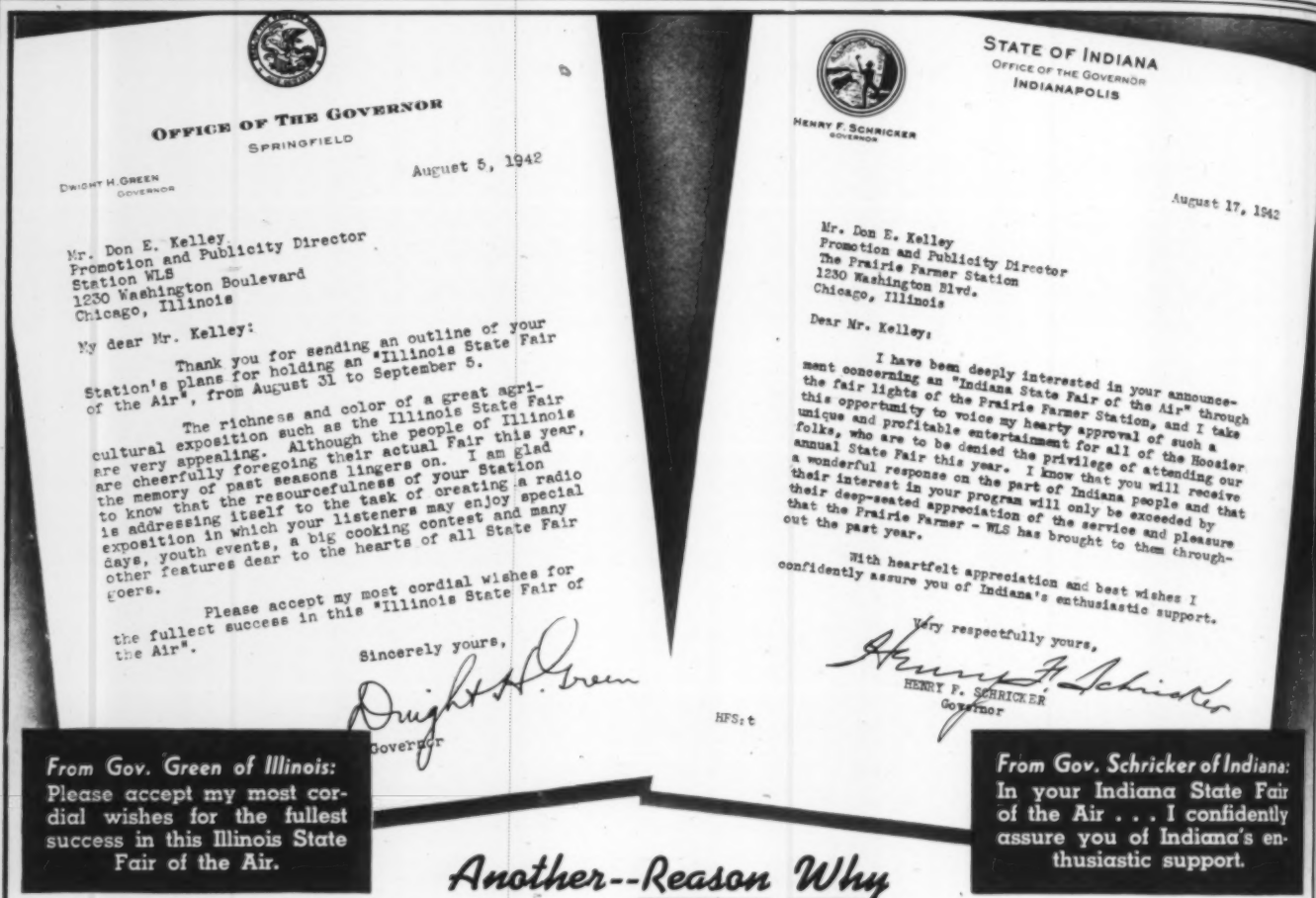
Have you maybe a substitute product you'd like to sell quick? Get in stores? Turn maybe into a grand after-war investment?

our address is

WOR

at 1440 Broadway, in New York

** or his agent, or advertising manager*



OFFICE OF THE GOVERNOR
SPRINGFIELD

DWIGHT H. GREEN
GOVERNOR

August 5, 1942

Mr. Don E. Kelley
Promotion and Publicity Director
Station WLS
1230 Washington Boulevard
Chicago, Illinois

My dear Mr. Kelley:

Thank you for sending an outline of your Station's plans for holding an "Illinois State Fair of the Air", from August 31 to September 5.

The richness and color of a great agricultural exposition such as the Illinois State Fair are very appealing. Although the people of Illinois are cheerfully foregoing their actual Fair this year, the memory of past seasons lingers on. I am glad to know that the resourcefulness of your Station is addressing itself to the task of creating a radio exposition in which your listeners may enjoy special days, youth events, a big cooking contest and many other features dear to the hearts of all State Fair goers.

Please accept my most cordial wishes for the fullest success in this "Illinois State Fair of the Air".

Sincerely yours,

Dwight H. Green

Governor

HFS:t

STATE OF INDIANA
OFFICE OF THE GOVERNOR
INDIANAPOLIS

HENRY F. SCHRICKER
GOVERNOR

August 17, 1942

Mr. Don E. Kelley
Promotion and Publicity Director
The Prairie Farmer Station
1230 Washington Blvd.
Chicago, Illinois

Dear Mr. Kelley:

I have been deeply interested in your announcement concerning an "Indiana State Fair of the Air" through the fair lights of the Prairie Farmer Station, and I take this opportunity to voice my hearty approval of such a unique and profitable entertainment for all of the Hoosier folks, who are to be denied the privilege of attending our annual State Fair this year. I know that you will receive a wonderful response on the part of Indiana people and that their interest in your program will only be exceeded by their deep-seated appreciation of the service and pleasure that the Prairie Farmer - WLS has brought to them throughout the past year.

With heartfelt appreciation and best wishes I confidently assure you of Indiana's enthusiastic support.

Very respectfully yours,

Henry F. Schricker

HENRY F. SCHRICKER
Governor

From Gov. Green of Illinois: Please accept my most cordial wishes for the fullest success in this Illinois State Fair of the Air.

From Gov. Schricker of Indiana: In your Indiana State Fair of the Air . . . I confidently assure you of Indiana's enthusiastic support.

Another--Reason Why

"We're One of the Family in Midwest America!"

STATE FAIR of the AIR

There will be a week-long "State Fair of the Air" over WLS for both Illinois and Indiana, radio expositions complete with Livestock Days, Governors' Days, Youth Days, Victory Days and Midway Days. Livestock and machinery men, representatives of 4-H Clubs and Future Farmers, leaders in women's farm movements will be heard. They will be presented on WLS "Dinnerbell Time" program with Arthur C. Page in charge.

At all events important in the lives of Mid-West people, WLS is on the job. Direct-from-the-celebration broadcasts provide "box seats" at these events for thousands of WLS listeners. This year, with our war effort necessitating cancellation of Illinois and Indiana State Fairs, WLS will broadcast from its studios typical State Fair programs as we would have presented them from the Fair Grounds direct, had there been expositions—the Prairie Farmer-WLS State Fairs of the Air! It's another example of the friendly service that makes us "One of the Family" — and that is why

WLS Gets Results!

WLS
CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

WHY PLAY "JACK AND JILL" WITH RADIO IN NEW ENGLAND?

ATTEMPTING to cover the populous New England market with one or two stations is like sending Jack and Jill to fetch a pail of water. The result may be a tumble, spilling the whole pail of sales.

How much more logical, how much more resultful to use the one group of stations that for years has presented the type of programs that have made it New England's own — that has built substantial, loyal, responsive audiences, not just here and there, or at certain hours, but in ALL key markets at all hours.

The Yankee Network's 20 stations are a closely-knit part of the communities they serve. In business, social and service relationships they have possessed for years the good will, friendship and acceptance that New Englanders give only to those they know and in whom they have confidence.

By and large these are assets which cannot be bought — they must be won by consistently proven merit. Yet, fore-sighted advertisers, who are open minded on facts, can buy these advantages at no premium. Investigate before you invest in New England radio time.

ACCEPTANCE is The YANKEE NETWORK'S FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Pri-mary Read-er for Time Buy-ers

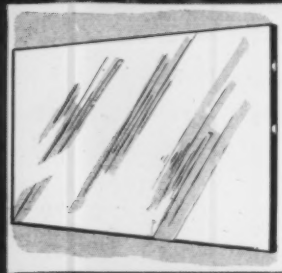
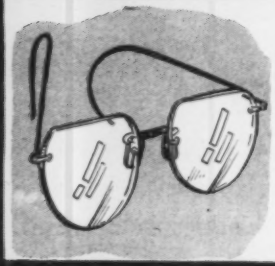
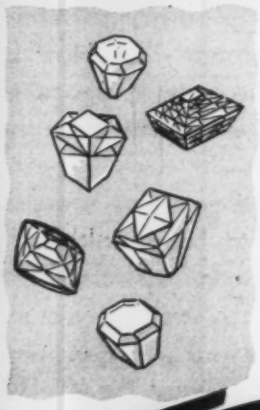


PLATE GLASS:
A substance of exceeding smoothness. Greatly resembles in this respect many middle-west farm fields, which have been shorn of their crops, which in turn have been sold for much wealth.

HOURGLASS:
Instrument which measures hours by the running of sand through a small opening. The Sands of Time leave you but few hours to spare, if *you* would make a bid for the wealth *now* in the pockets of farm men and women.



GLASSES:
Artificial contrivance to assist the sight. Needed by advertisers, if they don't instantly see what wonderful markets they have throughout Nebraska and her neighbors, and how KFAB covers the area.



"ICE":
Glass-like stones (diamonds), worth many units of money. Worn by KFAB advertisers. Purchased with money made from sale of KFAB-advertised products in the many active markets of this region. You can do the same! Just remember, when pushing your product in Nebraska and her neighboring states, that you need KFAB to do a complete selling job.

KFAB
LINCOLN, NEBR.

FOR CITY LISTENERS, use KOIL OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 10 SEPTEMBER 7, 19

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Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

NEW HIGHS in TAMPA

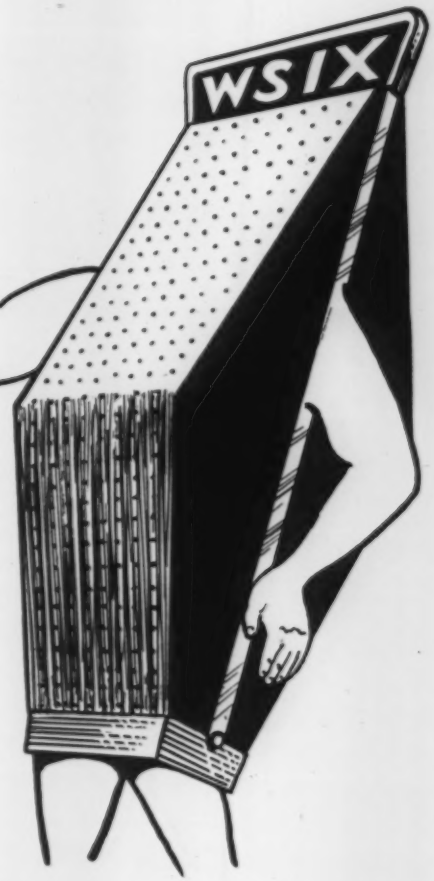
More NEW FAMILIES MOVING TO TAMPA EVERY DAY

POPULATION

WFLA NBC

NATIONAL REPRESENTATIVE JOHN BLAIR & CO

NOW 5,000 WATTS 980 KC



WITH its new 5,000-watt power (day and night) and 980 kilocycle frequency, WSIX assures intensive coverage of the rich Nashville area.

Advertisers have the additional advantage—for the present—of still being able to buy time on the more powerful WSIX at no increase in cost over the old 250-watt rates.

SPOT SALES, INC.,
National Representatives

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

SONOVOX SPOTS INCREASE RESULTS-PER-RADIO-DOLLAR OVER 161%

Velie-Ryan Incorporated

MANUFACTURERS AND DISTRIBUTORS OF CARBONATED BEVERAGES

223 North Broadway, ROCHESTER, MINNESOTA
August 17, 1942

Mr. James L. Free, President
Wright-Sonovox, Inc.
160 N. Michigan Avenue
Chicago, Illinois

Dear Jim:

In answer to your request, I am attaching to this letter our sales charts for Nesbitt's Orange in the city of Rochester comparing July 1941 and July 1942. I am also attaching our comparative chart for 1942 showing our three products, all of which are nationally-advertised franchised drinks.

Now that the program has been completed words fail me when I attempt to express the actual results and the greatness that was attained in advertising value, along with the immediate sales reaction. Frankly, Jim, it is my opinion that this promotion and contest had appeal and success never before attained in any merchandising effort in this market. I heartily compliment you on Little Joyce and sincerely feel that this new and startling personality will have a far-reaching effect on radio in the years to come.

Very best regards.

Sincerely,

VELIE-RYAN INCORPORATED

Richard Ryan

RR:MMR

HERE are the specific facts about a test radio campaign in which *Sonovox spots* increased the sales of a popular soft drink by 31%—actually increased the radio *results-per-dollar* by more than 161%!

The test market was Rochester, Minnesota. The sponsor was Velie-Ryan, Incorporated, an aggressive bottling plant. The product was Nesbitt's Orange. . . . Last year, using a conventional radio promotion costing "X" dollars, sales from this one local plant totaled 5650 units. . . This year, using a Sonovox promotion called "Little Joyce with the Peculiar Voice" *(and spending less than half as much money as in 1941)* sales jumped 31% over 1941 figures in the first 23 days of the Sonovox promotion—at which time the test had to be terminated because the bottling plant had run out of caps! . . . Time after time during the past year, agencies and advertisers with guts and imagination have proved that Sonovox *enormously* increases the pulling power of radio. This Rochester test is unique only in that it provides definite figures on a clear-cut comparison. We would be happy to send you a detailed analysis of the whole promotion—together with some suggestions for further Sonovox ideas. We think the facts will convince you of the *power* of "Talking and Singing Sound."

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*

CHICAGO: 180 N. Michigan, Franklin 6378 | NEW YORK: 247 Park Ave., Plaza 5-4131 | SAN FRANCISCO: 111 Sutter, Sutter 4353 | HOLLYWOOD: 1512 N. Gordon, Gladstone 3949 | ATLANTA: 122 Palmer Bldg., Main 3667

BROADCASTING
and
Broadcast Advertising

Vol. 23, No. 10 WASHINGTON, D. C., SEPTEMBER 7, 1942 $5.00 A YEAR—15c A COPY

Senate Petrillo Probe Called for Sept. 14

Clark Chairman of Special Committee; Delay in Court Argument Seen

ACTING without lost motion, Senator D. Worth Clark (D-Idaho), chairman of the newly-created Petrillo Probe Subcommittee of the Senate Interstate Commerce Committee, has called preliminary hearings to begin next Monday (Sept. 14) on his resolution for legislation to thwart AFM rampaging construed as injurious to the war effort and public morale.

Named last Friday by Chairman Wheeler (D-Mont.) to head the five-man subcommittee, Senator Clark promptly announced his plans for the exploratory inquiry. This precedes Senate action on his resolution (SRes-286), calling for a full-scale investigation of the American Federation of Musicians and its executive heads.

Committee Lineup

While Senator Clark has not decided on his slate of witnesses, it is likely national figures identified with the effort to get James C. Petrillo, AFM president, to call off his recording and other bans in the war interest, will appear. It is probable that witnesses will include such figures as Elmer Davis, director of the Office of War Information; Thurman Arnold, Assistant Attorney General in charge of the anti-trust division, who has launched litigation against the union; James Lawrence Fly, chairman of the FCC and Board of War Communications; Petrillo himself, and heads of organizations who have felt the sting of Petrillo's arbitrary bans and restrictions.

New Petrillo Move

The Congressional action came coincident with a new outburst by Petrillo last Friday affecting radio. In a sudden and complete reversal of his previous position, the AFM president gave notice that the union no longer would permit its members to make sponsored transcriptions for one-time use. Telegrams received by transcription companies and advertising agencies who had either applied for or procured permission to make and use such commercial recordings informed them that the authorization was now terminated (see story below).

Members of the subcommittee named by Senator Wheeler, in addition to Chairman Clark, include Senators Lister Hill, of Alabama, majority whip, and administration stalwart and Charles O. Andrews, of Florida, Democrats; Chan Gurney, South Dakota, and Charles W. Tobey, New Hampshire, Republicans.

The committee is regarded as exceptionally strong. Senator Clark's reputation as a lawyer is well-established. Far from being the whipcracking type, the Idahoan, by dint of intensive preparation and knowledge of his subject and his ability to question witnesses without arousing animosity, usually effectively ferrets out the facts. His demeanor is more that of a judge than of a prosecutor.

Senator Gurney, the former operator of WNAX, Yankton, S. D., has an appreciation of practical operating problems. More worldly-wise on radio than any member of the Senate, Senator Gurney also knows the American Federation of Musicians having dealt with them as a broadcaster.

Postponement Possible Sept. 16

The other Republican member Senator Tobey, is a prosecutor of repute. Agile-minded, he doesn't pull his punches in interrogating witnesses. He has probably asked more questions than all other members of the committee combined in recent hearings regarding radio matters and confirmation of members of the FCC.

Meanwhile, considerable doubt developed whether the hearing on the anti-trust division motion to enjoin AFM, sought by Assistant Attorney General Arnold, would be argued as scheduled on Sept. 16 before the Federal District Court in Chicago. As BROADCASTING went to press, indications were there would be a postponement, probably because of the absence from the country of Joseph A. Padway, general counsel of the American Federation of Labor and counsel for AFM in the current proceedings. Mr. Padway is in London attending a labor conference. His office said that a stipulation on a postponement is being sought.

No formal word was forthcoming from the Department of Justice about postponement. It was stated that Mr. Arnold himself personally will argue the motion for a preliminary injunction and that preparations for the hearing are being made. Nevertheless, it was thought by observers that in view of the absence of Mr. Padway,

Petrillo Bans All Commercial Discs

Reverses His Previous Plan of One-Time Permits

THE PETRILLO ban on recordings was made absolute and complete by the AFM president last Friday in a surprise reversal of previously announced policy giving notice that the union will no longer permit its members to make commercial transcriptions for one-time use on the air.

Telegrams received by transcription companies and advertising agencies who had either applied for or received permission to make and use commercially sponsored recordings said the permission now has been terminated. Heretofore, the Petrillo ban, which became effective Aug. 1, applied to making of all other types of transcriptions and phonograph records for non-public use.

Permits Granted

At the time of the general withdrawal of union musicians from the making of recordings, Mr. Petrillo expressly exempted commercial recordings, "used as they ought to be—once, and once only", from the ban. He said that the AFM executive board would consider any applications made by recording companies to employ musicians on sponsored transcribed programs if guarantee were given to the union that the discs would be used once and then destroyed. Since that time a number of such special permits have been given by the union.

Immediate reaction to this sudden move on the part of the musicians' union czar was that he was attempting to force a prompt showdown with the broadcasting industry, whose relations with AFM are already strained almost to the breaking point, without waiting for the Federal Court hearing of the Government's anti-trust action against Mr. Petrillo in Chicago tentatively set for next week. Leaders in both the recording and broadcasting industries have attempted to prevent any individual break with the musicians prior to the Sept. 16 hearing, presumably acting on the theory that if the court grants an order restraining the union from enforcing its ban on recording pending trial the condition desired by both recorders and Broadcasters will have been achieved peaceably and without need for futher action.

One view expressed last Friday was that the latest act of aggression by Mr. Petrillo provided the Government with an excellent argument for the necessity of an injunction preventing AFM from continuing its ban on recordings, because of the adverse effects of this edict on the broadcasting industry, whose continuance is essential to national morale in this time of war.

Loss to Stations

It was pointed out that while the musicians are not making any new phonograph records or library transcriptions, which many of the smaller stations depend on for much of their musical program material, the supply of such recordings has not yet been exhausted and that they may be used over and over, so that for a long time to come no station is in danger of being forced off the air because of a lack of recorded music.

This new move, however, will cause an immediate loss of tran-

(Continued on page 44)

the Department might be disposed to agree to the postponement.

Senator Clark told BROADCASTING that postponement of the trial would have no bearing on his plans for an exploratory inquiry. He pointed to the urgency of action, lest serious injury be done the public and the industries working in the war effort by virtue of the ban on the making of recordings and transcriptions by AFM members.

There is the possibility that the subcommittee will not get under way next Monday as planned. Should the Senate convene on that day, to consider the new revenue bill, it is entirely possible that the Interstate Commerce Committee will report the sweeping Clark resolution to the Senate promptly. With its passage, which is expected in view of the overwhelming applause it has received, the committee would not have to undertake the preliminary inquiry and could proceed with specially provided funds and with a special staff, probably including a prosecutor.

On the other hand, if the Senate does not formally convene until the following week, as is now expected, Chairman Clark proposes to proceed with his exploratory investigation, calling a half-dozen or more witnesses in quick succession, to show the need for remedial action and the depressing effect the Petrillo bans already have had and are destined to have.

There appeared to be little, if any, doubt about favorable action on the Clark resolution. The fact that the Senate has been in quasi-recess, awaiting the calling up of the revenue bill, has mitigated against action on the resolution. The Senate leadership is not disposed to call back the full membership until the tax legislation is ready.

Congressional Ire High

Indignation is high in both houses of Congress over the Petrillo actions, particularly with respect to the Interlochen high school orchestra ban over NBC and other student musician edicts, which have been premised upon purported competition with union musicians by Petrillo.

Unquestionably, a number of representatives of music schools and societies, including President Joseph E. Maddy, of Interlochen, will either be called upon or volunteer to appear before the Petrillo Probe committee. Such figures as Sergei Koussevitsky, director of the Boston Symphony, who has had repeated difficulties with AFM; Dr. Walter Damrosch, who has been outspoken in his criticism of Petrillo tactics, and the National Federation of Music Clubs, which likewise has resolved against the Petrillo prohibitions, also are expected to appear.

It is presumed the committee will be disposed to call Neville Miller, president of the NAB; John Shepard 3d, chairman of Broadcasters Victory Council, and probably executives of individual stations which have had set-tos with Petrillo and have been forced to yield to his demands under pain of loss of network or other service. Recording companies, and possibly even performing artists, may be called to ascertain what effect the ban is having on their ability to meet public demand for their services.

Senator Clark, since introduction of his resolution Aug. 27[BROADCASTING, Aug. 31], has been deluged with favorable public reaction. Other members of the Senate, it is understood, likewise have been commended by their constituents on the move and have urged remedial action.

Music Club Resolution

While AFM headquarters have been relatively quiet since the storm of protest and editorial condemnation of the bans, and more particularly since the Aug. 1 effective date of the anti-recording pronunciamento, there nevertheless have cropped up other traces of "Petrilloism" which have brought repercussions. In Providence last week, the National Federation of Music Clubs adopted a resolution, a copy of which was sent to President Roosevelt, calling the recording ban "detrimental to the morale of the nation at war" and "the most serious blow thus far struck at American musical culture". The organization, with a membership of 450,000 men and women of voting age, pledged their efforts to have the ban removed. The resolution follows:

"Be is resolved that the board of directors of the National Federation of Music Clubs condemn the ban placed by James C. Petrillo, president of the American Federation of Musicians, on recordings and urge its entire membership to express this condemnation and disapproval to the local unions on the ground that such a ban is detrimental to the morale of the nation at war, which needs the comfort and pleasure given by music in home and wherever recorded music is used.

"And, be it further resolved, that a copy of this resolution be immediately transmitted to the president of American Federation of Musicians, Mr. Petrillo, with the information that it represents the viewpoint of an organization of at least 450,000 citizens who regard Mr. Petrillo's action as the most serious blow thus far struck at American musical culture."

Another controversy resulted from a report that the management of KGEI, San Francisco, international broadcast station specializing in programming for our expeditionary forces in the Pacific, said it would ignore an order from Petrillo to stop transcribing network programs for rebroadcast over the station.

It developed that conversations had taken place between Eddie B. Love, secretary of the AFM local in San Francisco and the KGEI management over the effect of the recording ban on international broadcast stations.

GE Position Stated

Robert S. Peare, manager of GE broadcasting at Schenectady headquarters, asserted that the station did not intend to enter a controversy over the making of such recordings. He said as he understood the ban, it had no bearing on the programs of KGEI, operating at it does under the guidance of the Office of War Information, to the armed forces in the Pacific and the people of Australia and the Orient.

"The announcement of the ban specifically exempted programs for soldiers, and we have had the cooperation of unions in New York, St. Louis and other cities in arranging several outstanding programs recently," Mr. Peare said. "Recordings are a necessity for the overseas audience, as the time difference between the station and the audience is often as much as eleven hours."

Another Pacific Coast event dealing with Petrillo orders developed over the hiring of AFM members who had enlisted in the armed forces. A Petrillo order previously had been issued that such members would not be permitted to play engagements in competition with members of particular locals. Mr. Love, as secretary of the San Francisco local, wrote Petrillo that his jurisdiction was beginning to face a shortage of men and that quite a few of its members were in bases around San Francisco. The union is continually being asked by them and by contractors and leaders if they will be permitted to accept musical engagements, especially on weekends, he stated. On the other hand, members of the union have protested this competition with the general membership, but he thought that the problem of lack of manpower would be partly solved on weekends if these men could play such engagements.

Mr. Petrillo, however, advised Secretary Love that under instructions "published to all Commanding Generals dated April 10, 1941, neither your local nor the Federation has the right to grant permission to enlisted musicians or bands to render services."

In a published notice to its members, the San Francisco local said, in the light of Petrillo's reply, that the functionings of musicians enlisted in the armed forces, whether or not they are AFM members, are covered by the Army and Navy regulations set up by Congressional action during the last war. "It also should be of interest to all that the man largely responsible for the passage of the legislation in 1917-18 was the then Assistant Secretary of the Navy, Franklin D. Roosevelt, who now happens to be Commander-in-Chief of all of the armed forces. He has not as yet seen fit to recommend its modification in the present emergency and war situation."

The FCC, which sent to all stations a detailed questionnaire invading innermost phases of station operation and use of musicians and musical talent, was busy last week collating the results. Upwards of 800 questionnaires have been returned, with the balance still trickling in. A 100% response is expected. This voluminous data, along with affidavits supplied by other groups affected by the Petrillo bans, will be employed by the Department of Justice in its anti-trust suit. It is possible similar data will be requested by the Petrillo Probe Committee.

Royal Flies to England For Radio Conferences

JOHN F. ROYAL, NBC Vice-president in charge of international broadcasting arrived in England last Thursday by Clipper for a series of conferences with high British Government officials. Two-fold purpose of the trip, according to NBC, is to plan a new series of shortwave programs from Britain to America and to gain information on the British point of view concerning international broadcasting. He will confer with members of the British cabinet, members of Parliament, officials of the BBC and leaders in other fields during his stay abroad.

Royal, Bride Say Goodbye

He left behind in New York his bride of just one week, Leonora Corbett, a star of the Noel Coward play, "Blithe Spirit", whom he married Aug. 29. His arrival in England came just one week later than that of William S. Paley, CBS president, who is in London on a mission similar to that of Mr. Royal.

Wilson Wins

HOWARD WILSON, station representative, had been placing bets, even money, that his grandchild would be a boy. Last week, the child was born, and Howard collected $35 from various members of the Chicago radio fraternity, including the father, George Wilson, of the Chicago office.

BROADCASTING Staff Sends Two to the Army

LEAVING the editorial staff of BROADCASTING to join the armed forces are Fred M. Fitzgerald and Tom Healy. Mr. Fitzgerald, who BROADCASTING for the past seven years, was associate editor from 1940-42 of BROADCASTING Yearbook in addition to other editorial duties. He will report to Camp Lee, Va., Sept. 8.

Mr. Healy, a graduate of the University of Notre Dame and former New York newspaperman, joined BROADCASTING in 1941. He will report to Camp Upton, New York, Sept. 10.

Fall Coffee Drive Uses 29 Stations

Pan American Bureau Plans Institutional Programs

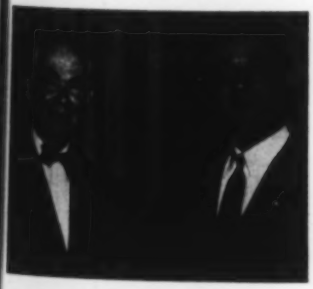
PAN AMERICAN Coffee Bureau, having appointed J. M. Mathes Inc., New York, to handle an institutional campaign in conjunction with the National Coffee Ass'n. [BROADCASTING, July 27], will start the drive Sept. 14 on 29 stations throughout the country. Home economics programs will be used, and women commentators and others conducting the shows will incorporate the Bureau's announcements into their scripts, giving the commercials a personal touch wherever possible.

While a prime function of the Bureau is to promote coffee in general, the possibility of coffee rationing and shortage will necessarily be reflected in the announcements which will stress the true facts about the coffee situation, rather than urge more, or less coffee drinking.

Includes NERN

In addition to participations on the *Majorie Mills Hour* program on the five basic outlets of the newly organized New England Regional Network, the Bureau will use the following stations: WTAM WJR WLW WFBM WLS KSTP KMBC KMOX WAPI WWL WOR KPRC WOAI KLV KNX WRC KDKA WCAU WBEN WHAM WGY KIRO KSPY.

The Bureau has just completed an eight-week summer campaign for iced coffee, conducted by Buchanan & Co., New York. In addition, a series of scripts on coffee conservation, and the use of coffee in various dishes were launched by the Bureau itself in the early summer for use on a sustaining or locally sponsored basis on about 80 stations.



AT AGE 69 an inveterate mountain climber as well as inventor, Dr. Lee De Forest (left) relates his experiences to Les Bowman, Western Division chief engineer of CBS, Hollywood, following time out to celebrate his birthday Aug. 26. Dr. De Forest returned recently from a week's jaunt, during which he scaled Mt. Whitney, 14,496 feet; Mt. Langley, 14,042 feet; Circque Peak, 13,000 feet. At his Los Angeles laboratory he is currently building a "blackouter", an instrument which automatically extinguishes lights or sounds a warning when radios are silenced preparatory to a blackout.

13TH BIRTHDAY PARTY of KTSM, El Paso, held recently had Karl Wyler, vice-president and general manager, and Lewis Gemoets, chief engineer, as guests of honor. Mr. Wyler and Mr. Gemoets were with the station when it went on the air in 1929. Pictured as Mr. Wyler cuts the cake are (l to r): Allen Hamilton, commercial department, station's next oldest employe; Mr. Gemoets; Mr. Wyler; Willard Kline, commercial manager; Roy Chapman, former program director who obtained leave from the Army Air Forces to attend.

Uniformity Rule of Selective Service Likely to Slow Draft of Married Men

THROUGH action of Selective Service last week, in stressing need for uniformity in inducting types of registrants, the rapid flow of essential employes from broadcasting may be forestalled to some extent. Maj. Gen. Lewis B. Hershey, Selective Service head, urged that State directors arrange calls on their local boards "so as to place the heaviest load right now on boards having the most single men, or men with collateral dependents only."

Collateral dependents were defined as wives or children "with whom the registrant does not maintain a bona fide family relationship in his home," parents, brothers, sisters, grandparents, grandchildren, divorced wives, persons under 18 years of age whose support has been assumed "in good faith" and physically handicapped persons.

Must Be Authorized

Registrants maintaining a bona fide home, married before Dec. 8, 1941 and having wives and children "shall not be placed in class 1-A", the memorandum stated "until such action is authorized by the Selective Service National Headquarters."

In Congress there was much agitation in both houses for uniformity of induction so that married men would not be drafted in one section of the country while in others single men, without dependents, were still draft-free. Gen. Hershey's memorandum to local draft boards made it clear that machinery for such allocation of manpower was being set up.

Meanwhile the War Manpower Commission continued with its classification of "essential" employes in all industries. A spokesman for WMC said broadcasting and communications occupations had not yet been considered by the commission Inter-Agency committee and definite conclusions on these fields would not be reached before the middle of the month.

Answers to the Board of War Communications questionnaires to stations are coming in rapidly [BROADCASTING, Aug. 31], and these will be tabulated as quickly as possible, it was said, with results to be sent to the WMC, U. S. Employment Service and Selective Service local boards.

Wozencraft Promoted

COL. FRANK WOZENCRAFT, former RCA Communications vice-president and general counsel, has been appointed executive officer of the Joint United States Communications Board, coordinating and planning communications agency of the Army and Navy. Col. Wozencraft previously was Army secretary on the board. He entered active service with the Army last February and recently was promoted from the rank of lieutenant colonel.

McCann's 17th Year

FOR THE 17th year, McCann Labs. will air the *Pure Food Hour* on WOR, New York, starting Sept. 14. Nutritional topics are discussed on the show by Alfred W. McCann Jr., assisted by John Gambling, commentator. The series has been sponsored in the past by numerous food companies. Lineup for this year's program, a half-hour show each Friday, has not been announced. McCann prepares his scripts from research material gathered by the laboratories in investigating various food products.

Lever Sponsoring Barrymore Series

Show to Shift From NBC To CBS Spot Oct. 7

AFTER weeks of negotiation and conferences between MGM executives and those of Ruthrauff & Ryan, Agency servicing the account, Lever Bros. Co., Cambridge, Mass. (Rinso), on Sept. 6 started for four weeks sponsoring a new weekly half hour *Mayor of the Town*, with Lionel Barrymore, on 81 NBC stations, Sunday, 7-7:30 p.m. (EWT), with West Coast repeat, 8:30-9 p.m. (PWT). With broadcast of Oct. 7 program shifts to 115 CBS stations, Wednesday, 9:30-10 p.m. (EWT).

New series replaces the weekly NBC *Remarkable Miss Tuttle* which was beset with difficulties since its inception on July 5. Edna May Oliver, film character actress and star of the latter program, after two weeks was forced by illness to withdraw. Mary Boland succeeded her on the show and title was changed to *Remarkable Miss Crandall*. Although it clicked from the start, agency executives felt that with cast and title change original pattern was lost and didn't fit Miss Boland.

Three-Year Contract

Barrymore radio contract is for three years with options, and power of cancellation rests with MGM, it was said. New series is tied in with the Government war effort through dramatic interpolations of various domestic phases.

Jean Halloway is writer of *Mayor of the Town*. Collaborating on the four initial broadcasts are Martin Gosch and Howard Harris who wrote *Remarkable Miss Crandall*. Leith Stevens is musical director with Murray Bolen, agency producer.

Lever Bros. for Lifebuoy, on Oct. 7 starts the *Arkansas Traveler* with Bob Burns on 115 CBS stations, Wednesday, 9-9:30 p.m. (EWT), thus utilizing a full hour on the network with its two shows that night.

Sarnoff Gets New Post As Supplies Supervisor

CALLED for his second tour of active duty in recent months, Col. David Sarnoff, Signal Corps reservist, president of RCA, and Chairman of the NBC Board, reported to Signal Corps headquarters in Washington last week for a special tour of duty as executive assistant to Maj. Gen. Roger B. Colton, director of Signal Supply Service.

Col. Sarnoff is expected to serve two months on the assignment. Last July, he served a special two-week tour, at the call of Maj. Gen. Dawson Olmstead, Chief Signal Officer, who likewise issued the new active duty call. Col. Sarnoff will devote special attention to the supervision, production, expediting and allocation of critical materials, along with radio manufacturing plant expansion.

RADIO's WAACS were feted recently by KSO-KRNT, Des Moines, which staged a dinner party for those alumni of broadcasting now in the Women's Army Auxiliary Corps at nearby Fort Des Moines.

At left, radio musicians who once charmed radio audiences and who are now in the WAAC band are (l to r): Miriano Barth, NBC New York; Evelyn Cherry, WSIX, Nashville; Ruth Steiner, NBC New York; Miriam Stiglitz, NBC New York.

In center, another group of ex-broadcasters met Beverly Hunt, of KSO-KRNT special events who served as a hostess on the occasion. They are (l to r) Jeanette Smith, WFBL, Syracuse; Dorothy M. Bourn WCCO, Minneapolis; Maxine Henius, WHA and WIBA, Madison, Wis. Leona B. Herman, WGR-WKBW, Buffalo; Anna Cowan, WJR, Detroit Charlotte Morehouse, WDMJ, Marquette, Mich.; Miss Berry; Juanita Redman, KGU, Honolulu; Clare Pirie, KFWB and KHJ, Los Angeles

At right, three former continuity writers got together for a chat They are (l to r): Ruth Mary Morton, WBOW, Terre Haute; Virginia Howe, WNBF, Binghamton; Harriet Ristvedt, KSO-KRNT, a civilian. The radio charmers are ready for action, they insist.

New England Chain Is Picked by Vick

Regional Series Is Placed; Spot Campaign Planned

VICK CHEMICAL Co., New York, has contracted for a 26-week campaign for Vatronol and Vaporub to be broadcast on the recently organized New England Regional Network. Program will start Sept. 14 on a Monday-Wednesday-Friday basis, 9:45 to 10 a.m. (EWT). Series will feature Gene and Glen and will be heard over the NERN basic network, including stations WBZ, Boston; WTIC, Hartford; WLBZ, Bangor; WCSH, Portland, Me., and WJAR, Providence.

Vick's is the second account to sign with the new regional network, which on Aug. 27 announced the *Marjorie Mills Hour* as its first piece of commercial business [BROADCASTING, Aug. 31]. However, the Gene and Glen program will start on NERN two weeks ahead of the Marjorie Mills household program series.

Vick, which was at one time considering the possibility of a network show this fall for Vatronol and Vaporub, will definitely use only spot broadcasting on a national basis, for its fall and winter campaign. Company has already signed for *Missus Goes A-Shopping* in a new afternoon period on WABC, New York, on a thrice-weekly basis. Complete station line-up for these products and for Vick's cough drops, also to use spot advertising nationally, starting in September, is not available.

Morse International, New York, handles the account.

HELEN HIETT, who concluded her daily news series on the BLUE Sept. 4, will spend the next three months on a lecture tour throughout the South.

NBC Adds 21 Programs of 16 Sponsors Under Full Network 10% Discount Plan

A REVIEW of the NBC advertisers who have contracted to use the entire network under the 10% discount plan, shows that 21 national programs, sponsored by 16 different advertisers, are lined up for NBC's 125 stations. In addition to the seven sponsors and their shows listed in BROADCASTING, Aug. 24, the following companies have joined in the plan:

Standard Brands, New York, added 33 stations in resuming *The Chase & Sanborn Hour* on the full network Sept. 6. General Foods Corp., New York, will increase Jack Benny's lineup by 24 stations when that show returns Oct. 4 and has added the same number to *The Aldrich Family*. and to *Maxwell House Coffee Hour*.

Bristol-Myers Co., New York, will use the full network for Eddie Cantor's *Time to Smile*, when it returns Sept. 30, adding 40 stations to that show. and to *Mr. District Attorney*, also included in the new plan.

Fred Waring, previously aired on 100 NBC outlets is now heard on the entire network for Liggett & Myers Tobacco Co., New York (Chesterfields), and the same goes for Brown & Williamson, originally scheduled to resume Red Skelton on only 119 stations for Raleigh Cigarettes Sept. 15.

Pepsodent Co., Chicago, will resume *Bob Hope* Sept. 22 on 125 instead of 69 stations, and Vick Chemical Co., New York, will be using 64 additional stations under the new plan, starting Sept. 14. *The Telephone Hour* gains 30 outlets, making a total of 128 NBC stations to carry the show for Bell Telephone System, New York, and General Electric Co., Schenectady, moves up from 73 stations to the full network, for *The Hour of Charm*. Procter & Gamble Co., Cincinnati, resumes *Truth or Consequences* on the full network Sept. 12, having previously used 45 NBC stations, and W. A. Sheaffer Pen Co., Ft. Madison, Ia., launches *World News Parade* with Upton Close, under the new plan Sept. 20.

PARAMOUNT SELLS MOVIES VIA RADIO

PARAMOUNT PICTURES, New York, following a successful experiment in selling tickets by radio to the New York premiere of "Holiday Inn", early in August, used the same device in connection with the opening of "Wake Island" in New York Sept. 1. In both cases the premieres were benefit performances, the first for Navy Relief and the latter for the Red Cross.

Announcements aired on WMCA and WNEW, New York, for several days prior to the "Wake Island" opening, offered tickets at $2.20 by Western Union messenger service with the movie theatre paying the delivery charges. Over a thousand tickets were sold as a result of about a half-dozen announcements, aired on Martin Block's *Make Believe Ballroom* on WNEW and on Art Green's recorded music show on WMCA.

Response to the "Holiday Inn" announcements aired on only one station, brought more orders than could be filled by the tickets on hand. Agency for Paramount Pictures is Buchanan & Co., New York.

WPTF, Raleigh, N. C., aided in the capture of four escaped convicts recently. A listener who heard descriptions of the men on the *Esso Reporter* notified Franklin, N. C., police that they were in a nearby abandoned house.

SEED FIRM'S SUCCESS

News Program Added After OEM Disc Series

LUNDBERG SEED Co., Osceola, Wis., did a land office business after a heavy spot schedule and a successful sponsorship of the OEM feature, *You Can't Do Business With Hitler*, on WJMC, Rice Lake, Wis. Irving Lundberg, company president, has signed for *Six O'Clock News*, 15-minute evening newscast. on a year's contract.

"WJMC has helped us enjoy the greatest year in our history," he said. "Our product, Chief Cree Hybrid Seed Corn, is now well-known by most of the farmers in the rich country served by WJMC. A large percentage of next spring's corn has already been booked, and we know that *Six O'Clock News* will more than sell the balance—in addition to creating added good-will."

Oakite Fall Lineup

OAKITE PRODUCTS, New York, will use participations in three women's programs in a fall campaign for Oakite Cleanser, according to Calkins & Holden, New York, agency for the account. Schedule includes weekly participations in *First National Food News* on a 7-station Yankee Network hookup, twice-weekly participations in Laura Stuart's *For Women Only* on WCAU, Philadelphia, and twice-weekly participations in Mildred Carlson's *Home Forum* on WBZ-WBZA, Boston-Springfield.

NBC Ratings Up

CAB RATINGS of NBC programs were materially better for the first seven months of this year than during the corresponding period of 1941, NBC reports, stating that total ratings of all NBC programs are 6.8% up from last year, while the average NBC program rating has gone up from 13.7 to 14.9, a gain of 8.8%.

XUM

Connecticut Group Forms State Chain

Network Includes Six ...tions; Meyer at Head

...RMATION OF the Connecticut ...adcasting System, comprising ... stations, was announced last ... by Harold Meyer, general ...ger of WSRR, Stamford, and ... of the new organization.

...ultaneous- ...nouncement ... made that ... commercials ...dy have ... sold—Sco- ... Mfg. Co. of ...erbury, and ...ctric Spe- ...ty Co. of ...tamford.

Mr. Meyer

Stations in the ...roup, in addition to WSRR, are ...NAB, Bridgeport, WNBC, Hart- ...rd, WELI, New Haven, WNLC, ...New London, and WATR, Water- ...ury. All but WATR and WNLC ...re BLUE outlets, with the latter ...ffiliates of MBS. The network, ...ccording to Mr. Meyer, was or- ...anized first to give Connecticut ...olitical candidates concentrated ...overage of the state but expanded ...o include regular commercial ...roadcasts after a demand de- ...veloped.

For Political Season

Lines were installed Aug. 27 ...but plans do not include maintain- ...ing them following the political ...season which ends with the elec- ...tion in November. Spot rate for ...the six stations is $300 per evening ...hour, $180 per half-hour, $120 per ...quarter hour. Daytime rates are ...one-half of the night quotations. ...Evening announcements are $55 ...and daytime announcements $27.50.

At a organization meeting in ...New Haven last week Mr. Meyer ...was named head and James Milne, ...general manager of WELI, sec- ...retary-treasurer. The board com- ...prises in addition, Levon Thomas, ...WNAB, Gerald Morey, WNLC, ...Richard Davis, WNBC, and Harold ...Thomas, WATR.

Headley Reed has been named ...national representative for the ...group. Mr. Meyer said inquiries ...indicate that the network will be ...used for test purposes, due to lo- ...cation and cost. Mike Goode has ...been appointed representative for ...the state politicals and arrange- ...ments have been completed to carry ...broadcasts direct from the state ...party conventions.

RCA's War Loan

TO FINANCE war production con- ...tracts, RCA Mfg. Co. has arranged ...for a $60,000,000 credit for a term ...of three years, according to a joint ...announcement made last Thursday ...by G. K. Throckmorton chairman ...of the executive committee, and ...Robert Shannon, president. Loan ...was made with Bankers Trust Co. ...and 34 other banks in New York, ...Chicago, Philadelphia, Indianapolis, ...San Francisco, Pittsburgh, St. ...Louis, Boston, Camden, Cleveland, ...Lancaster Pa. and Harrison N. J.

Stanton Named CBS Vice-President; Ruppel Leaves for Post With Crowell

DR. FRANK N. STANTON, CBS director of research, was elected a vice-president of the network by the board of directors according to an announcement by Paul W. Kesten, CBS executive vice-president, following the board meeting Sept. 2.

"This involves no immediate change in Dr. Stanton's activities," the Kesten announcement said, "but looks toward the further development of research as an important factor in many areas of CBS operations, with a research division which will report directly to the executive offices."

Dr. Stanton's "immediate activities" include the supervision of all CBS promotion as well as research. When Victor Ratner, former promotion director of the network, resigned last year to join Lord & Thomas [BROADCASTING, May 12, 1941], Dr. Stanton was put in active charge of promotion until a permanent department head should be appointed, which has not yet occurred.

Dr. Stanton is serving as a consultant, three days a week, with the Office of War Information and the War Department. For several months he has been spending Fridays, Saturdays and Sundays in Washington on this Government mission, and is one of a staff of prominent research specialists engaged in this work.

Holds Many Posts

After receiving his B.A. from Ohio Wesleyan U in 1930, Dr. Stanton joined the faculty of the psychology department of Ohio State U, from which he received his M.A. in 1932 and his Ph.D. in 1935. He was asscciate director of the Office of Radio Research, Princeton U, 1937-1940, and is now a member of the Advisory Council, Office of Radio Research, Columbia U, and a member of the NAB research committee and of the Committee for National Morale. He is also on the editorial board of *Sociometry*.

As director of Research at CBS, Dr. Stanton supervises measurements of station coverage, records of media expenditures, analyses of audience mail, audience surveys for stations and programs, program effectiveness studies and other similar psychological and statistical research. He has written numerous articles on various research topics and with Dr. Paul F. Lazarsfeld developed the Lazarsfeld-Stanton program analyzer, an instrument designed to determine audience reaction to the individual elements of any radio program.

Louis Ruppel, for four years director of publicity of CBS, resigned Sept. 1 and on Oct. 1 will join Crowell-Collier Publishing Co., publisher of *Collier's*, *Woman's Home Campanion* and *The American Magazine*, as executive assistant to Thomas H. Beck, president.

DR. STANTON

George Crandall, assistant director of publicity for CBS, will take charge of the department until a successor to Mr. Ruppel has been appointed.

A native New Yorker, Mr. Ruppel was a political reporter for the *New York Daily News* from 1929 to 1933, covering the presidential campaign of 1932 for that paper. After serving as U. S. Deputy Commissioner of Narcotics, 1933-34, he re-entered newspaper work as managing editor of the *Chicago Times* in 1935, remaining with that paper until joining CBS in 1938.

Campana Adds Stations In Shifting to Mutual

CAMPANA SALES Co., Batavia, Ill. (Campana's balm, Dreskin, hand cream), on Oct. 4 will resume *The First Nighter*, and will shift to 125 MBS stations, Sundays, 6-6:30 p.m. from 54 CBS stations, Fridays, 9:30-9:55 p.m., period occupied when it went off the air June 1 for the summer. Starting Sept. 6, the program is being broadcast, on a non-commercial basis, carrying government messages supplied by the OWI. A half hour dramatic program, *First Nighter* stars Barbara Luddy and Les Tremayne and will continue to be produced by Joseph Ainley.

The Campana company also plans to sponsor a weekly quarter-hour network program, details of which are expected to be set within a week. Agency is Aubrey, Moore & Wallace, Chicago.

Soap Test

STRYKERS SOAP Co., San Francisco (1-2-3 Cleanser) has just started a test campaign in Fresno, Cal., using transcribed spot announcements on KARM and KMJ as well as home economics participations on KMJ. Agency is Botsford, Constantine & Gardner, San Francisco.

COCILANA EXTENDS RADIO PROMOTION

COCILANA Inc., Brooklyn, through its newly-appointed agency, Al Paul Lefton Co., New York, will begin an expanded advertising campaign in October, using spot broadcasting in the eastern area for Cocilana Cough Drops, in addition to newspapers.

Firm will start station breaks on WMAL, Washington, on a seven-weekly basis, and 30-second announcements on WFIL, Philadelphia, four times weekly, beginning October 5. Two quarter-hour news programs by Johannes Steele on WMCA, New York, will be used each week starting Oct. 13, in addition to twice-weekly broadcasts on WHN by George Hamilton Combs Jr. Three additional stations in Boston and New York will carry the Cocilana announcements, the majority of which will be transcribed, and all placed on a 13-week basis.

Schedule represents an expansion over last year's advertising, according to the Lefton agency.

Gillette Fights

GILLETTE SAFETY RAZOR Co., Boston, as part of its regular series of boxing bouts on Mutual, has scheduled five broadcasts from New York's Madison Square Garden, Chicago Stadium and the Cleveland Arena for the months of September and October. Gillette will air "Red" Cochrane vs. Fritzie Zivic, Sept. 10; Tami Mauriello vs. Jimmy Bivins, Sept. 15; Tony Zale vs. Georgie Abrams, Sept. 18; Chalky Wright vs. Lulu Costantino, Sept. 25; and Tami Mauriello vs. Lee Savold, Oct. 30. Agency is Maxon Inc., New York.

Use Bigger Hookups

AN UPWARD trend in the number of stations used by BLUE sponsors has been reported by Edward Evans, research manager of the network, who said that for the month of August the average number of stations for the 26 BLUE evening commercials was 82, this figure including future bookings and excluding Pacific Coast programs. A survey made last June based on February figures, showed a rise in the commercial average BLUE network from 31 stations in 1936 to 70 in 1942.

New Zealand Manpower

TO EFFECT a saving in already depleted manpower, a merger of the New Zealand state-operated commercial and non-commercial broadcasting chains was announced by the Government Sept. 3, according to a dispatch to the *New York Times*. Furthermore, the dispatch explained, this measure will release radio technicians for war work.

Once a Handicap

CELEBRATING his 20th anniversary in broadcasting last week in Chicago, Ben Bernie recalled that in the early 20's he was barred from the Keith-Albee vaudeville circuit by the late E. F. Albee who felt that radio lessened the box office attraction of headline vaudeville performers.

Tenderoni Solves Priority Problem

Van Camp's Markets Boom, Aided By Radio

TOUGHER than the most difficult $64 question ever tossed at a perspiring contestant by a glib quizmaster are the problems of shortages, priorities and rationing which the gods of war have posed for American manufacturers. It is remarkable to note the manner in which most sales and advertising executives have demonstrated the traditional American aptitude for turning adversity into advantage.

The story of Van Camp's and its switch from an old established product to a new one, almost without pause, is a good example of the triumph of American ingenuity. At the beginning of the year Van Camp's was sitting pretty as producer of one of the best-selling brands of pork and beans in the country. On Feb. 12, an order from Washington informed the company that tin was no longer available for cans for pork and beans.

Although the order effectively removed Van Camp's pork and beans from general distribution, consternation was shortlived. Within a week, Van Camp's had discovered a new food product and had acquired both the product and the factory producing it. In less than a month, Van Camp's, in close consultation with its agency, Calkins & Holden, New York, had renamed the product Tenderoni, designed a new priority-free package and begun production with careful plans for extending its limited distribution and promotion.

It's Tenderoni

Tenderoni, it should be explained, is a new kind of macaroni which remains fluffy when cooked because of special egg white ingredients in its thin walls, which do not get doughy and which cook more rapidly and absorb the flavor of sauces and other products cooked with it better than is the case with ordinary spaghetti or macaroni, according to Van Camp's.

By the end of March, Warren Tingdale, Van Camp's sales manager, and Calkins & Holden were presenting Tenderoni to Van Camp's district managers and distributors and outlining to them the introductory advertising campaign. Because of limited production at first, the advertising could not be national in scope, but consisted of radio announcements and newspaper space, backed up by point-of-sale displays and by car cards in some cities. Campaigns were started only after distribution had been at least 50% completed in each locality and have been extended to new cities as rapidly as production of Tenderoni would permit. At present it has been introduced in about 150 cities.

Advertising, both newspaper and radio, has emphasized the get-acquainted offer of one free package of Tenderoni with each two packages purchased. Radio announcements, broadcast on the average about eight times weekly, are concentrated at the end of the week, with four or five spots used on Friday. Newspaper advertising has similarly been run chiefly to catch the attention of the housewife before she starts her weekend shopping.

SALES AID is this attractive display of 75 cases of Van Camp's Tenderoni. According to the company, this merchandising aid was responsible for the sale of 53 cases in three days at a store in Oakland Calif.

Marketing Operations

Van Camp's had made wide use of participating time on household programs for its pork and beans and whenever possible these participations were continued for Tenderoni. In other markets musical programs were sponsored and frequently the artists made personal appearances in stores for their sponsors. Stations used by Tenderoni for these special programs, either musical or household, include: WLS, Chicago; WISN, Milwaukee; KWK, St. Louis; WIRE, Indianapolis; WCLE, Cleveland; KDKA, Pittsburgh (2 programs); KFI, KMPC, KHJ, Los Angeles; KGB, San Diego; KFRC, KGO, San Francisco. Announcement campaigns have run on more than 80 stations, with others being added as Tenderoni distribution takes in new cities.

Results of the Tenderoni campaign furnish emphatic proof that even in these troublous times courageous pioneering will pay out, according to Ray N. Peterson, advertising manager of Van Camp's. Tenderoni already has more distribution in the cities it has entered than Van Camp's pork and beans ever had in those same markets and Tenderoni sales in those markets have equaled or bettered the pork and beans record.

RADIO SET PRICES CLARIFIED BY OPA

PRICE procedures for radio manufacturers and pricing methods of agents servicing radio sets were amended and clarified under Office of Price Administration revisions announced Sept. 2. As a result of Amendment 12, and effective Sept. 8, maximum prices for all radio apparatus covered by maximum price regulation No. 136 are those charged by sellers March 31.

The direct effect of the revision simplifies the procedures of the manufacturers who formerly had to operate under three price ceilings. By improving the ceiling prices, radio manufacturers are better able to cover such increased costs as labor and material. However, prices of all replacement parts are still controlled by OPA 84 which put the ceiling at the highest price between July and Oct. 1941.

Radio repair shops must file statements with OPA by Sept. 10 indicating top charges for repair, maintenance and rental of home radios and phonographs as well as prices of all parts and accessories sold in connection with these services. Shopkeepers are warned against exceeding their highest March prices and ordered to display a copy of the statement on ceiling prices for public inspection.

Holland Extends

HOLLAND FURNACE Co., Holland, Mich., has extended *Dealer in Dreams*, quarter-hour transcribed program three days a week, for four additional weeks through September on WLW, Cincinnati; WGN, Chicago; WJR, Detroit; KMOX, St. Louis; KSYA, Pittsburgh; and WTAM, Cleveland. Program promotes repair service for furnaces and consists of bits of philosophy and stories behind given names by Phil Stewart with a background of music by a male a capella quartet. Agency is Roche, Williams & Cunnyngham, Chicago.

Oil Firm Retur... Two Shows to N...

Changeover From Mutual-D... Lee After Two-Year Run

STANDARD OIL Co. of Califor... one of the pioneer radio advertis... of the West, will return its *Sta... ard Symphony Hour* and *Stand... School Broadcast* to the NBC ... work on the Pacific Coast, Sept. ...

The two programs, started ... NBC 15 years ago, for the ... two years have been broadcast ... the Mutual-Don Lee. The S... phony concerts will be heard ... days 9 to 9:45 p.m. (PWT) ... the Standard School Broad... will be presented Thursdays ... ing the school year begin... October 15, 10 to 10:30 a... (PWT).

The first *Standard Symph...* program was broadcast Oct. ... 1926 over three NBC statio... Standard Oil Co. then inaugurat... a regular series on Oct. 23, 19...

The *Standard School Broad...* was instituted over NBC stati... in the West on Oct. 18, 1928. ... is a weekly feature in 4... schools, representing more than ... half-million listening students. Th... broadcasts this year will be e... tended to stations in Utah an... Arizona.

Agency is BBDO, San Francisco.

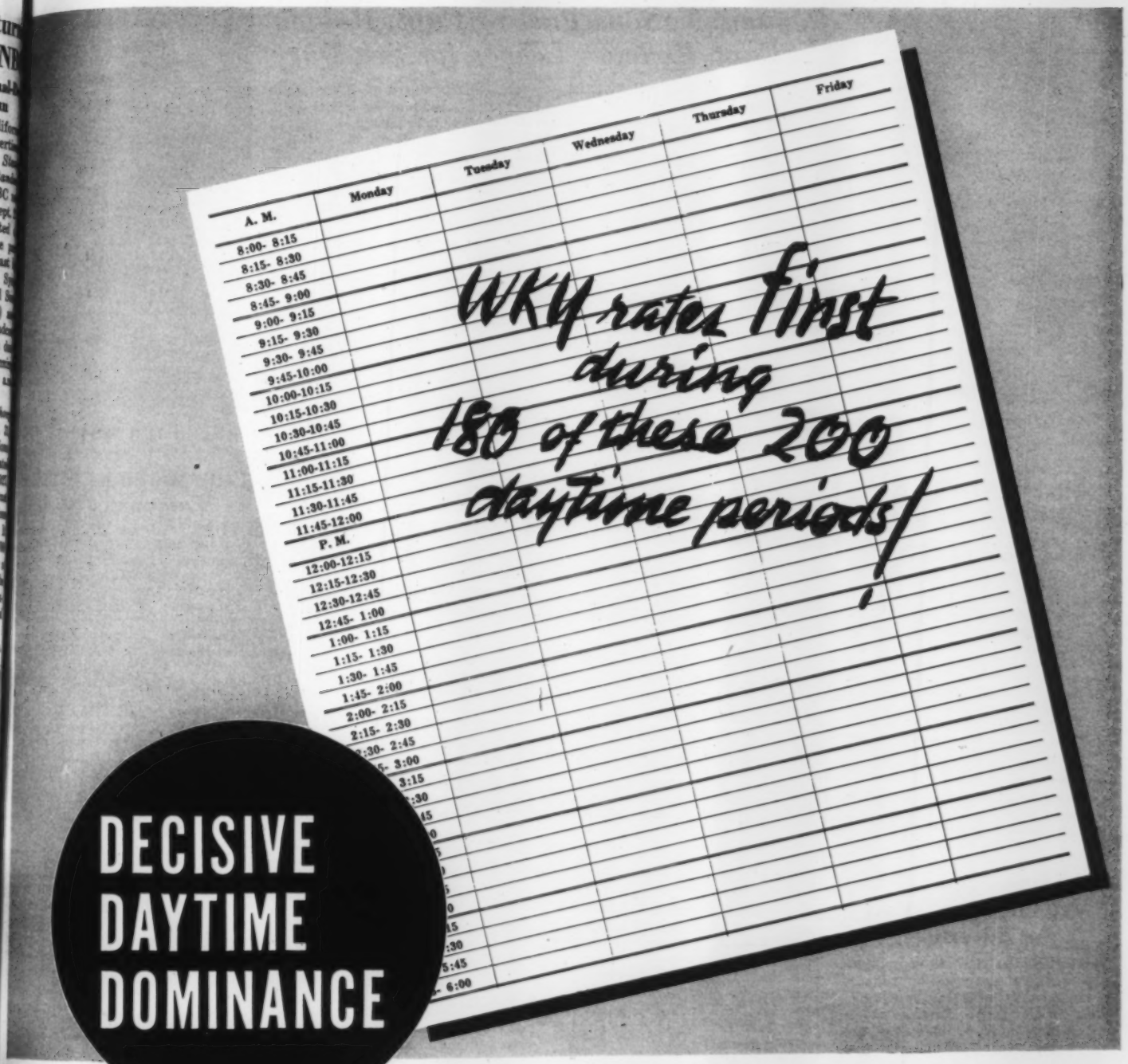
MARINE REPORTER
Former WJSV Publicist
Writes From Solomons

NEWSPAPERS throughout th... country last week carried one o... the first stories of the Marines' ... action at Guadalcanal in the Solo... mon Islands fray written by Sgt. ... James W. Hurlbut, former pu...

licity director of WJSV, Washington.

Sgt. Hurlbut had previously served in the Marine Corps from 1933 to 1936. On May 8, he enlisted as one of the Marines' own war correspondents and eight days later was already out of the country. He is married and the father of two children.

XUM



DECISIVE DAYTIME DOMINANCE

• For 180 out of 200 daytime periods, Monday through Friday, WKY's audience is larger than that of any other Oklahoma City station. During 150 of these periods, WKY's audience is larger than the *combined* audience of *all three* other stations! (Source: C. E. Hooper, Inc.)

WKY's dominant position both day and night in Oklahoma City is so firmly and positively established that there is only one logical, economical, profitable choice for advertisers to whom *results* outweigh everything. Are you putting everything you can behind your product in Oklahoma? Not unless WKY is on your schedule!

WKY
OKLAHOMA CITY
Owned and Operated by The Oklahoma Publishing Co.
The Daily Oklahoman and Times • The Farmer-Stockman
KVOR, Colorado Springs • KLZ, Denver Affiliated Mgmt.
Represented Nationally by The Katz Agency, Inc.

CAPT. REDMAN

BWC Approves Revised Radio Silencing Rules

REVISED orders governing radio silence in connection with military aircraft operations were approved by the Board of War Communications at its meeting last Thursday in Washington.

Following established custom of the Board, the nature of the orders was not revealed, but will be dispatched shortly to all classes of radio stations, including broadcast, which are affected. The Board announced simply that it had approved a revision of FCC Restricted Order No. 2, replacing the FCC Orders No. 88, 88 (a), and Restricted Order No. 1, dealing with the silencing of all stations under Fighter Command control.

Communications Post to Capt. Holden As Capt. Redman Leaves for Sea Duty

TRANSFER of Capt. R. Redman, Director of Naval Communications and Navy member on the Board of War Communications, to sea duty, effective Sept. 15, and appointment of Capt. Carl F. Holden as his successor, were announced last week in Navy Dept. orders.

Capt. Redman, one of the Navy's top communications experts, was named Director of Naval Communications Feb. 14, succeeding Rear Admiral Leigh Noyes. He has been most active in work of BWC and is well-versed in broadcasting matters. His assignment to sea duty is consistent with Naval practice. He is a senior Captain and his elevation to Rear Admiral is expected, according to Naval sources.

Capt. Holden Succeeds

Capt. Holden, also a communications expert, at present is on the staff of Adm. E. J. King, Commander-in-Chief of the U. S. Fleet and Chief of Naval Operations, as Fleet Communication Officer. He has held that assignment since last January, and prior to that served as executive officer of the battleship *Pennsylvania*, flagship of the Commander-in-Chief.

As Director of Naval Communications, Capt. Holden automatically takes the place of Capt. Redman on BWC. He will serve with Chairman James Lawrence Fly, who is also chairman of the FCC; Maj. Gen. Dawson Olmstead, Chief Signal Officer; Breckenridge Long, Assistant Secretary of State; and Herbert E. Gaston, Assistant Secretary of the Treasury.

Born in Bangor, Me., Capt. Holden was appointed to the Naval Academy in 1913 and graduated with the class of 1917. During World War I, he served with destroyers operating out of Queenstown, Ireland, until 1922.

Selected to specialize in communications, Capt. Holden completed a post-graduate course at the Naval Academy and Harvard, with a Master's degree in electric communication engineering from Harvard in 1924. He was communication officer of the destroyer squadron scouting fleet from 1924-1927.

From 1927-1930, Capt. Holden was communication and radio member of the U. S. Naval mission to Brazil, Rio de Janeiro. He served as communication officer of the battleship *Arizona* and as communication and radio officer on the staff of the commander battleships, Pacific Fleet, during 1931. From 1932-1934, he commanded the destroyer *Tarbell*. The following two years he was stationed in Honolulu as District Communication Officer of the 14th Naval District.

Then came duty as navigator of the battleship *Idaho* and commanding officer of the *U. S. S. Ramapo* during 1936-1938. He was transferred to the Office of Naval Operations at the shore station desk in Naval Communications in 1938 and served until 1940.

CAPT. HOLDEN

Blue Revamps Schedule In Commentator Shifts

SHIFTS in the news commentator schedule on the BLUE include the transfer of *News Here & Abroad*, with William Hillman and Ernest K. Lindley, from the 10:45 p.m. period to 10 p.m. until Sept. 28, when the latter spot will be occupied by Raymond Gram Swing for Socony-Vacuum Oil Co., New York.

In addition, William Hillman has replaced Morgan Beatty on the *Daily War Journal*, 8 a.m. Beatty having resigned to join NBC. Roy Porter, who now replaces Beatty as master of ceremonies on the *Sunday War Journal*, will also take over the five-weekly quarter-hour at 10:15 a.m. to be vacated by *Today's News With Helen Hiett*.

FTC Explains Stand on Testimonials

Pall Malls and Luckies Are Cited for Claims In Advertising

WITH ISSUANCE of complaints against two more major tobacco companies last week by the Federal Trade Commission, further observation was made by officials of the agency on use of simulated voices in broadcast testimonials and endorsements.

Recipients of complaints last week, following earlier charges made against R. J. Reynolds Tobacco Co., Winston-Salem, and Philip Morris & Co. Ltd., New York, on Aug. 8 [BROADCASTING, Aug. 10], were American Cigarette & Cigar Co., Durham, N. C., makers of Pall Malls, and subsidiary of the American Tobacco Co., New York, also cited for Lucky Strikes. Both are large users of radio time.

Misrepresentation Charged

Both companies were charged with misrepresentation in broadcast and all other advertising media—the charges taking a negative view of all claims made by the companies for their products.

Hinting drastic curtailment of use of broadcast advertising devices was the opinion of some FTC officials on use of simulated voices for commercials. Upon questioning by BROADCASTING it was revealed that in some FTC quarters the opinion is held that even when persons have given permission that their voices may be simulated on programs and in testimonials the advertiser can still be cited for misrepresentation.

It was pointed out that if it was clearly indicated in the course of the program that voices used were simulated no misrepresentation would follow. On the other hand a program without such indication would violate FTC policies.

Test Case Awaited

It was emphasized, however, this was merely an opinion and no forecast could be given on action of the FTC until a "test" case would come up before the commission. It was indicated that the R. J. Reynolds Tobacco Co. hearing might prove such a case since that company uses "voices" in its Camel cigarettes broadcasts.

In the meantime it was stated at the FTC that both Philip Morris and R. J. Reynolds have asked for extension of time to reply to the commission's charges. Both companies were to have replied by Aug. 28; under the extension granted they must respond by Sept. 15.

Last week's complaints against the makers of Lucky Strikes and Pall Malls were lengthy and included all major advertising claims made by both. Luckies were charged with misrepresentation in claiming that among independent tobacco experts, buyers, auctioneers and warehousemen, they have more than twice as many exclusive smokers as have all other cigarettes combined; that Luckies are less acid than other popular brands; they are less irritating to the throat than are competing brands because they are toasted; that all tobacco used in the cigarettes is better and higher priced than those in competing brands; and that the "cream of the crop" is bought from tobacco growers by Luckies.

The FTC took a negative view of all Lucky Strike claims as well as those of Pall Mall. Misrepresentation by Pall Mall's was said to rest in claims that users would find they would cause less finger stain or none at all; that Pall Malls protect throats of smokers; that they filter the smoke in such a way as to get rid of throat irritants. Charges against Pall Malls are also made that the manufacturer falsely represents, in packaging, that the cigarettes are of English origin and manufacture and that they have received the approval of England's royal family.

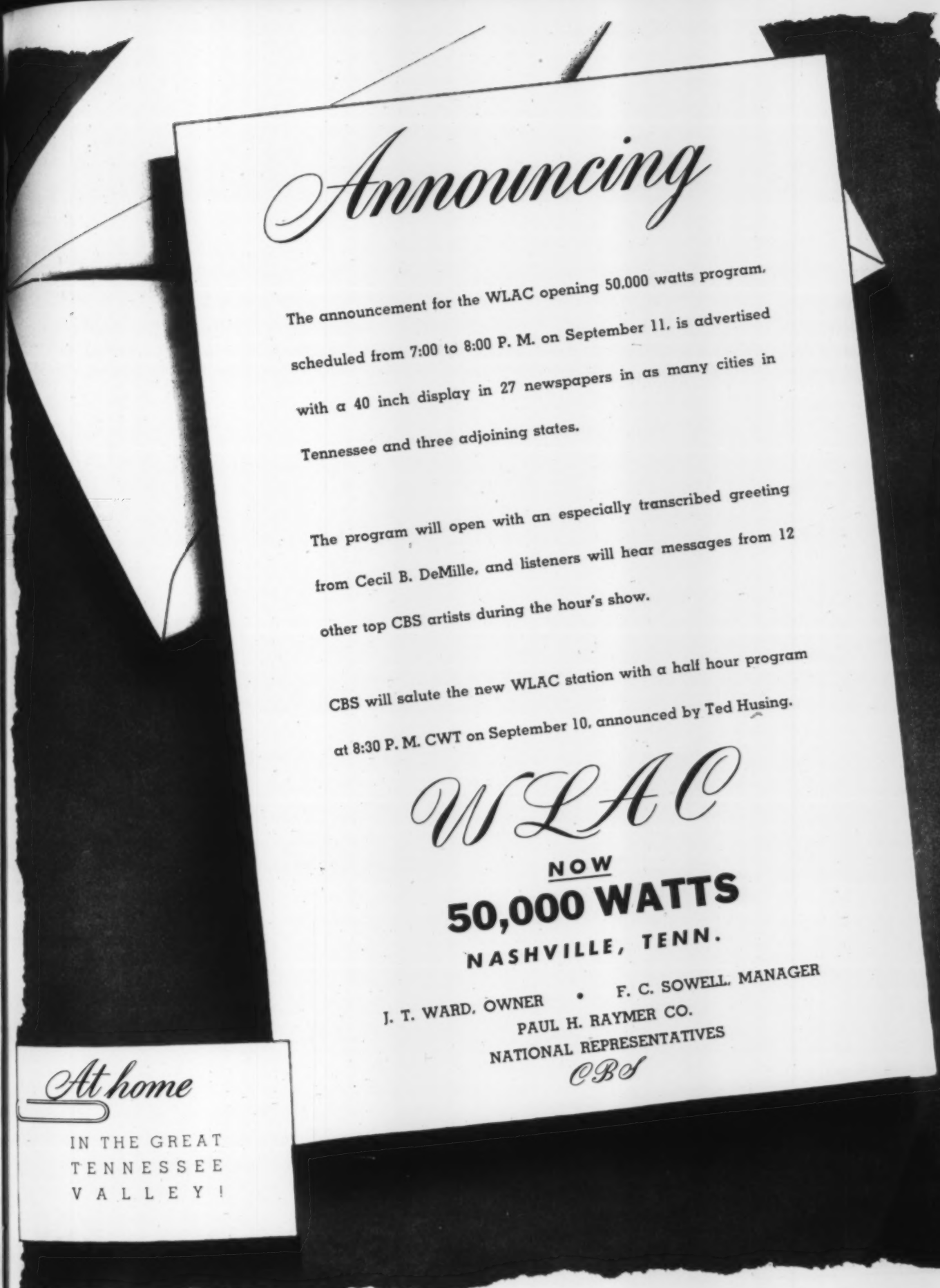
Following FTC policy, the companies have 20 days in which to respond to the charges.

No Comments

No comment could be secured from officials of either the American Tobacco Co. or its advertising agency, Lord & Thomas, concerning the FTC complaints or their probable effect on the advertising copy of Lucky Strikes. There were, however, no noticeable immediate changes in the radio commercials for Luckies.

The radio spots used for Pall Malls are transcribed and therefore could not be immediately changed, even if the company desired to do so. At Ruthrauff & Ryan, agency for this brand, it was said that it was too early to make any statement regarding a change in copy, that the eventual decision would not come until after the FTC hearing.

XUM


Announcing
The announcement for the WLAC opening 50,000 watts program, scheduled from 7:00 to 8:00 P. M. on September 11, is advertised with a 40 inch display in 27 newspapers in as many cities in Tennessee and three adjoining states.
The program will open with an especially transcribed greeting from Cecil B. DeMille, and listeners will hear messages from 12 other top CBS artists during the hour's show.
CBS will salute the new WLAC station with a half hour program at 8:30 P. M. CWT on September 10, announced by Ted Husing.
WLAC
NOW
50,000 WATTS
NASHVILLE, TENN.
J. T. WARD, OWNER • F. C. SOWELL, MANAGER
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES
CBS
At home
IN THE GREAT TENNESSEE VALLEY!

September 1st

K L O

Ogden—
Salt Lake City

5000 Watt Key Station of the
*INTERMOUNTAIN NETWORK
Became an Exclusive Outlet for the
MUTUAL
Broadcasting System

*The Intermountain Network

KLO —5000 Watts full time. Studios in Ogden and Salt Lake City, Utah. Transmitter located between the two cities and directionalized to serve the major population in the area.

KOVO—250 Watts full time. (Mutual) Studios and transmitter, Provo, Utah.

KEUB —250 Watts full time. (Mutual) Studios and transmitter, Price, Utah.

Complete Primary Coverage
of 92% of Utah's normal $300,000,000 spendable income and ALL of Utah's new multi-million-dollar defense industries.

Check on the New, Low
Advertising Rates on the Intermountain Network before buying radio for Utah.

Intermountain Network
Ben Lomond Hotel, Ogden, Utah
Newhouse Hotel, Salt Lake City, Utah

Represented Nationally by
JOSEPH H. McGILLVRA
New York • Chicago • San Francisco • Los Angeles

Acme Beer on Coast

ACME BREWING Co., San Francisco, in a four-week campaign which started Sept. 4 is sponsoring a weekly quarter-hour participation in *Jack Kirkwood's Breakfast Club* on 9 Mutual-Don Lee California stations (KFRC KIEM KVEC KDON KMYC KFRE KYOS KVCV KHSL), Friday, 8-8:15 a.m. (PWT). Agency is Brisacher, Davis & Staff, Los Angeles.

Walter Patterson

WALTER PATTERSON, 31, radio actor who portrayed Nick Lacy for six years on the weekly NBC *One Man's Family*, was found dead Sept. 2 in his parked automobile in Hollywood. Investigating officials listed the death as "apparently suicide". Surviving are his widow, Helen Clifford Patterson, and a daughter, Rosemary, 2.

THREE CHARMERS of WDZ, Tuscola, Ill., are Niki 4, Martha (Mrs. Clair B. Hull), and Joy, 8, conducting *Little Women*, popular quarter-hour participating program five days weekly on WDZ. They are the family of Clair B. Hull, manager of the station.

Cooperative Analysis of Broadcasting Gets Operating Charter in New Jersey

COOPERATIVE Analysis of Broadcasting has been incorporated in New Jersey as a non-profit membership corporation, according to a letter sent to CAB subscribers last week by A. W. Lehman, general manager of the CAB. Corporate papers were filed 12 years after the formation of the CAB to engage in continuous research in the listening habits of American set-owners.

Outgrowth of a committee of the Assn. of National Advertisers which in 1929 began to survey methods of measuring program popularity, the CAB was formed the following year by the ANA in cooperation with the American Assn. of Advertising Agencies.

Joint Setup

This dual sponsorship continues, the by-laws of the new corporation requiring that the board of governors, which replaces the former governing committee, contain three advertiser members appointed by the ANA and three agency members named by the AAAA.

Members of the new board are the same as those of the old governing committee, with Dr. D. P. Smelser of Procter & Gamble Co., sole remaining member of the original CAB governing committee, as chairman. Dr. Smelser, Robert B. Brown of Bristol-Myers Co. and John L. Bogert of Standard Brands make up the advertiser section of the board, with Dr. George H. Gallup of Young & Rubicam, F. B. Ryan Jr. of Ruthrauff & Ryan and Dr. L. D. H. Weld of McCann-Erickson as agency members.

The CAB conducts its listening poll in 33 cities served by the nationwide radio networks and in addition makes regular surveys of the listening habits of rural audiences. In its 12-year span, the CAB has made over 7,000,000 telephone interviews with set-owners, accumulating the only running history of popularity of network programs and talent dating back to 1930, it reports. It publishes a semi-monthly summary rating the relative popularity of all network programs and issues monthly, quarterly and annual reports analyzing audiences by income groups, time of day, stations and geographical divisions.

Latest CAB report, covering the month of July, gives the nighttime index of listening for that month as 19.9, an increase of 6.4% over the same month of 1942.

Budlong Commissioned

A. L. (Bud) BUDLONG, assistant secretary of the American Radio Relay League, has been commissioned a lieutenant in the Coast Guard Reserve and has been ordered for active duty and assignment Sept. 16. One of the country's best-known amateurs, he has been assistant secretary of ARRL since 1925, specializing in legislative and organizational activity. He served as radio aide for the First Corps Area's army-amateur radio system, and is a member of the Communications Committee of the Defense Board of Connecticut and a consulting member of several committees of the American Railway Assn. Lt. Budlong was sworn in Aug. 25. He has been given leave from ARRL for the duration.

Dealers Protest

TO HALT statements which infer or claim that receivers in the hands of dealers and distributors will be obsolete at the close of the war, the radio trade has filed protests with the Radio Mfg. Assn. Dealers maintain such publicity is hampering current sales and jamming inventories.

McLEMORE ARTICLE
Read on WJR as Challenge —To Detroit Civilians—

IMPRESSED by its challenge to folks at home who do nothing for the war effort while John Does in service give their lives, Leo J. Fitzpatrick, manager of WJR, Detroit, arranged a seven-minute broadcast of "Killed In Action: John Doe" by Henry McLemore, syndicated writer.

Under orders to give the program a choice place on the log, and all the promotion possible, the WJR staff used newspaper advertisements, spot announcements, and news stories to build-up the broadcast. With fitting introduction, and against a musical background, Bud Mitchell, WJR chief announcer, read the article.

FELTMAN & CURME Co., Chicago (shoe stores), on Aug. 31 started sponsorship for 26 weeks of *Jimmy Allen*, transcribed serial five days a week on WENR, Chicago. Agency is Russell C. Comer Adv. Co., Kansas City.

PAUL RICKENBACHER, formerly of the talent department of J. Walter Thompson Co., New York, has joined Young & Rubicam, New York, in a similar capacity.

A BILLION-DOLLAR MARKET SURVEYED
—vital facts disclosed

Iowa farmers this year will reap their biggest harvest in years. Do you know how *best* to reach them via radio? The new "Summers-Whan" Iowa radio audience survey gives the *whole* story—station, time and program preferences, listening trends—all the facts you need to sell this rich market. The fifth of a continuing survey, the best of them all!

Write for your copy—it's free!

WHO
Des Moines
50,000 watts

Address Dept. SW

Radio Not Affected by Construction Order Lowering Permissible Spending

REVISION of Conservation Order L-41 as announced Sept. 2 by WPB reduces the ceiling total of other broadcast construction without prior approval to $1,000 effective Sept. 7. As originally drafted in April, [BROADCASTING, April 13], the order established WPB as a wartime licensing authority for construction and disallowed non-war construction of more than $1,000 without its approval.

In the original order, construction was broken down into residential and non-residential. The new order is more far-reaching and breaks construction down into tighter classifications as well as reducing cost limits in most every instance. New classifications include residential, multiple residential, agricultural, industrial, certain types of commercial and other types of commercial (the latter includes broadcasting).

How It Works

The original order, as issued in April superseded the FCC "freeze" since its application was general and applied to all types of construction whether or not covered in the FCC regulation. As amended, broadcasting is not specifically mentioned but WPB officials interpreted the amendment to mean that broadcasting is covered in Paragraph 7-II, under other types of commercial construction.

The direct effect of this amendment reduces the permissible expenditure for new construction. Expenditures for maintenance and repair are not controlled by L-41. Since new construction is practically at a standstill for the duration it was pointed out that this amendment would have practically no effect. Maintenance and repair continue unlimited. Much of such expenditures must necessarily be reviewed by WPB since priority ratings cut across in procurement of many materials essential to repair and maintenance. Individual merit based upon necessity will continue to be the final determinant in any case and the new regulation actually presents no new problem.

As a result of the order, prospective builders are cautioned against making commitments for materials until permission to build actually has been granted. It was pointed out that a builder may have all necessary materials on hand and need no priorities assistance and still not expect permission to use them in construction.

Another new development at WPB last week was an experimental plan, Contract Production Control, which is being tried out in connection with three Navy contracts for radios. If the program is successful, WPB officials believe that it will be adapted to WPB's general program for controlling the flow of materials.

The proposed program calls for a complete budget of materials and parts required to fulfill a prime war contract.

Although no positive work was forthcoming on the equipment-conservation program, it appeared likely that WPB would shortly issue a new order to replace P-129 which would cover broadcasting as well as radio communications maintenance and repair. This is necessary since P-129 expires Sept. 30.

From present indications, it appears likely that the new order will replace the existing percentage and dollar value limitations on inventories and maintenance materals with yardsticks predicated on need. It is also designed to prevent any further accumulation of spare parts.

Another regulation expected shortly will be an order governing the purchase of electronic devices.

Wins Voice Award

WINNER of radio's "Voice Personality Award", selected by the American Institute of Voice Teachers is Margo, star of the CBS *Camel Caravan Hour*, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C. Vote was taken at a convention of the Institute, with headquarters at the National Music Center, Chicago. Margo was chosen as the possessor of the "most friendly and warming" voice on the air. Agency for the show is William Esty & Co., New York.

Gorham's Loss

MAURICE GORHAM, director of North American Talks for the British Broadcasting Corp., who has been in this country for the past few weeks, considers Chicago hold-up men unusually efficient. One of them broke into his hotel room in Chicago and stole his wallet—without even awakening Gorham.

RADIO SALUTES
Labor On Its Day With Many Programs

THIS YEAR Labor Day took on a greater significance owing to the importance of production in the war effort. To heighten the dramatic appeal of the day American listeners were scheduled to hear talks from President Roosevelt, Secretary of Labor Perkins, Paul V. McNutt, War Manpower head and Under-secretary of War Robert P. Patterson.

To aid stations and networks in saluting labor, the Office of War Information mailed a theme sheet to the broadcast industry several weeks ago suggesting approaches which might be made in the evolution of program formats. Central theme suggested was "Free Labor Will Win."

WPID, Petersburg, Va., is presenting a weekly program, *United We Stand*, to educate the public to the contribution to the war effort made by the United Nations. Each broadcast will be devoted to one of the nations.

TEST TOWN
(LIMA, OHIO)

Lima, Ohio is an ideal test town for your radio campaign. Lima is a thriving, multi-industry city of 44,711 progressive Americans. Lima's only radio station, WLOK, is heard in 126,685 homes. Try it in Test Town —and get America's reaction.

COVERAGE AT LOW COST

WLOK
LIMA OHIO

"THE VOICE THAT SPEAKS FROM THE HEART OF LIMA"

NBC Affiliate . . . Full Time Operation

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WWDC, Washington, conducted the Capital beauty contest under direction of Manager Ben Larson (at right in third photo). Miss Washington is Marilyn Makin, 18-year-old War. Dept. clerk. Board of judges was headed by Brig. Gen. Albert L. Cox (left).

New York Parties Buying Air Time

Heavy Campaign Schedules For Candidates Indicated

WITH the appointment of Duane Jones Co., New York, to handle the campaign for Thomas Dewey, Republican candidate for Governor of New York State, radio's role in the coming political tussle begins to shape up, and indications are that broadcasting will figure prominently in the party budgets.

Radio plans for the Dewey campaign are not yet completed, according to Henry Turnbull, account executive of Duane Jones, who stated however, that an extensive broadcasting schedule was in line.

Peak Democrat Schedule

At Democratic State Committee headquarters, a spokesman said that while specific plans were not as yet completed, it would be safe to say that every speech made in New York State by Attorney General John J. Bennett, Jr. Democratic candidate for Governor, would be broadcast. He added that this would be a peak year for the Committee for full use of radio facilities.

The Socialist Party will use radio as much as its finances will allow, according to a representative at party headquarters. Socialist nominations, filed last week, include Professor Coleman B. Cheney, a private in the U. S. Army, for Governor, and Samuel H. Friedman, editor of *The Call* for Lieutenant-Governor. A state radio hookup may be used, it was said. Three or four broadcasts have been used in the past for similar campaigns.

Heavy Communist Schedule

Also considering a state hookup is the American Labor Party, previous user of WEVD and WQXR, both New York stations. Dean Alfange is the ALP candidate for Governor, with Lt. Governor Charles Poletti up for re-election on both the ALP and Democratic ticket.

The Communist Party of New York State launches a series of 16 quarter-hour broadcasts on WQXR, New York, Sept. 10 in what is described as "its most ambitious program in six years on radio". Titled *Tuesdays & Thursdays at Ten*, the programs will bring leading party figures to the microphone, including Israel Amter, candidate for Governor.

Radio Evolution Next Decade To Be Sweeping, Says Mullen

NBC Executive Reveals Allies Far Outstrip Axis in Broadcast Coverage

"ELECTRIC communication is going places in the next decade," Frank E. Mullen, NBC vice-president and general manager, told the annual convention of Alpha Gamma Rho fraternity at the Chicago Towers Club, Aug. 28, in an address on "The Challenge to Fraternity Men."

Mr. Mullen

Pointing out that radio was born of the last war and that in 20 years since it has "made strides that suprised even its most ardent followers," Mr. Mullen continued:

Free Radio Cited

"Its changes may not be as rapid nor as radical as those of the broadcasting art on the threshold of new frequency domains, new modulation and transmission systems, facsimile, television and other fundamental additions, but these changes will be radical compared with that we have now. The day is coming when television will bring sight from any point in the world into your own home, a day when a a man can sit in his living room here in Chicago and see what is going on in New York, London, Bangkok, Manila."

Describing American radio, supported by private enterprise and free from government subsidy or ownership, as "one of our democratic bulwarks," Mr. Mullen cited a few statistics comparing radio broadcasting in the United States and in the Axis nations, showing that "the essence of our progress has been freedom of the air."

In the entire world, he stated, there are 2,481 radio stations and more than 108,000,000 radio sets. In the Axis nations there are 271 stations and 33,000,000 sets; in the United Nations, 2,210 stations and 75,000,000 sets; in the United States, 924 stations and 56,000,000 sets. The United States has nearly four times as many radio stations and nearly twice as many receivers as in all the Axis nations combined, Mr. Mullen pointed out.

Radio's War Service

Continuing his statistics, he said that the United and neutral nations have 47 radio receivers per 1,000 population; the Axis nations 62 sets per 1,000; the United States 425 sets per 1,000 people. The United States has 37% of the world's radio stations, 924 out of 2,481, with 30,600,000 radio families dependent upon these 924 stations for entertainment, education and information.

Radio's public service is war service today, Mr. Mullen declared, and radio is playing a vital part in: "Telling the country that 'This is war,' telling the nation of the progress of the war, improving international relations, mobilizing the nation's youth, gearing civilian life to a war economy and keeping the world informed of United States war aims and efforts."

WDRC, Hartford, Conn., has started a spot campaign urging voters to register so they may vote in November. New citizens brought to Connecticut by the war boom are advised of various periods when they may register.

Gen. Brett's First

FRED FLEMING, news editor of KLZ, Denver, had what is believed to be the first radio interview ever given by Lt. Gen. George H. Brett, when plane carrying the commander of the U. S. Air Forces in the Far Pacific stopped off in the Rocky Mountain city recently. Despite the pessimism of the General's orderly, Mr. Fleming moved the KLZ shortwave mobile unit to Lowry Field, where for the first time Gen. Brett went on the air. His interview was recorded and played back that morning and evening.

Bonds Awarded

LORSTAN - THOMAS STUDIOS, Newark, sponsor of *Coast-to-Coast on a Bus*, on WJZ, New York, on Sept. 6 awarded $1,200 in war bonds to 52 winners of a child personality contest conducted on the Sunday morning program. More than 7,984 children under 14 had their pictures taken without charge in the sponsor's photographic studios in New York, New Jersey, Pennsylvania, Delaware and Washington, D. C. to compete in the contest. Program is placed through United Adv. Agency, Newark.

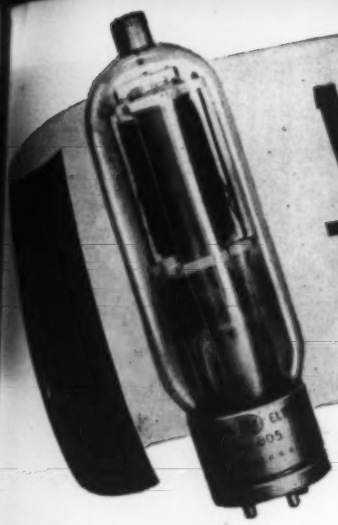
John P. Myers Creates Own New York Agency

JOHN P. MYERS, formerly an account executive of Huber, Hoge & Sons, New York, has established an advertising and sales promotion agency at 515 Madison Ave., New York, under his own name. Firm started operations in mid-August and is planning to use radio, according to President Myers.

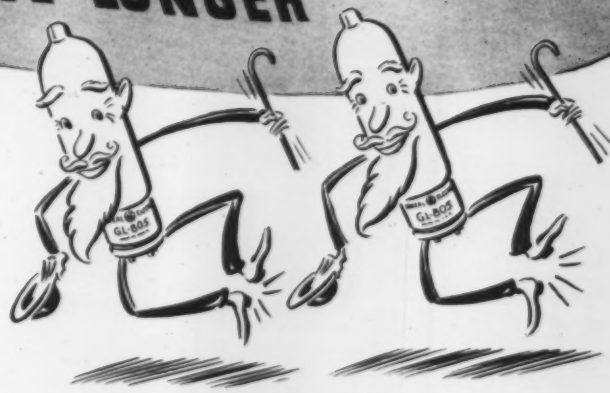
Members of the staff are: Alan Tigner, formerly of the National Advertising Department of the *New York Post*, as vice-president and account executive; Victor Doty, as account executive, and Lewis Troupp as art director.

Myers accounts include Overman Tire Co.; Belt Oil & Chemical Corp.; Mono Distributors Co.; and two real estate concerns, Vogter & Sons, and Ed Gray Levy, all in New York.

XUM



10 Suggestions to make your THORIATED-tungsten-filament tubes LIVE LONGER



HERE'S HOW you can easily remove many of the causes of premature tube failure

1 Don't overload the tubes. Use adequate protective devices such as a fuse or relay. Heavy overloads are apt to evaporate the thorium surface from the filament, and permanently damage the tube.

2 Normal operating temperature for thoriated-tungsten-filament tubes is obtained by operating them at the *rated* filament voltage. Care should be taken to operate them *at this voltage* (except for standbys and when reactivating). Occasionally, under or over voltage will give longer life, but such operation should only be carried out after first consulting the tube manufacturer.

3 Tubes that have been momentarily overloaded, or run at subnormal filament temperature, can quite frequently be reactivated by following this simple procedure: Operate the filament at the rated voltage for ten minutes or more with no voltage on the plate or grid. This process can be accelerated by increasing the filament voltage to 20 per cent above the rated value for a few minutes.

4 Increase the filament voltage progressively (only a small percentage at a time) when a tube no longer responds to reactivation. New filament transformers may be necessary for such operation.

5 For tubes of *250-watt plate dissipation or higher,* when the load on the tube is intermittent, keep the filament at 80 per cent of normal voltage during standby periods of *less than two hours.* This helps keep the cathode surface replenished, and makes it more quickly available when raised to normal filament voltage. If the standby period is *more than two hours,* the filament current should be shut off.

6 For tubes of less than 250-watt plate dissipation, filament voltage should be removed for standbys of more than 15 minutes.

7 For all types of thoriated-tungsten-filament tubes if the off period is less than five minutes, operate the filament at full voltage continuously, as excessive heating and cooling cycles tend to distort this type of filament.

8 Keep tubes well ventilated—with fans or blowers, if necessary.

9 Run at lowest possible anode current and voltage.

10 Minimize plate dissipation by careful tuning of the transmitter.

The Navy "E", for Excellence, has been awarded to 92,780 General Electric employees in five plants manufacturing naval equipment

These Suggestions Apply to Such Tubes As These G-E Thoriated-tungsten-filament types:

GL-146	GL-276A	GL-812	GL-849
GL-152	GL-800	GL-813	GL-851
GL-159	GL-801	GL-814	GL-860
GL-169	GL-803	GL-833A	GL-861
GL-203A	GL-805	GL-834	GL-865
GL-204A	GL-806	GL-835	GL-1623
GL-211	GL-809	GL-838	GL-1628
GL-217C	GL-810	GL-845	
GL-242C	GL-811		

TEACHING A RADIO CLASS? Ask for These G-E Aids

- FM Primer
- Cathode Design
- Experimental Electronics (Theory)
- Experimental Electronics (Applications)
- Electronics and Electron Tubes
- G-E Motion Pictures

Fill in the coupon for your sample package of these publications.

RUSH

General Electric, Section A 161-39
Schenectady, N. Y.

☐ Please send me ..... copies of "9 Ways to Make Your Tungsten-filament Tubes Last Longer," "How to Get Longer Life from Your Mercury-Vapor Tubes," and further information on the operation of thoriated-tungsten-filament tubes.

☐ I am conducting a radio class for ..... and would like a sample package of your textual manuals.

NAME ..... STATION .....

ADDRESS .....

CITY ..... STATE .....

8860

GENERAL ELECTRIC

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New York Parties Buying Air Time

Heavy Campaign Schedules For Candidates Indicated

WITH the appointment of Duane Jones Co., New York, to handle the campaign for Thomas Dewey, Republican candidate for Governor of New York State, radio's role in the coming political tussle begins to shape up, and indications are that broadcasting will figure prominently in the party budgets.

Radio plans for the Dewey campaign are not yet completed, according to Henry Turnbull, account executive of Duane Jones, who stated however, that an extensive broadcasting schedule was in line.

Peak Democrat Schedule

At Democratic State Committee headquarters, a spokesman said that while specific plans were not as yet completed, it would be safe to say that every speech made in New York State by Attorney General John J. Bennett, Jr. Democratic candidate for Governor, would be broadcast. He added that this would be a peak year for the Committee for full use of radio facilities.

The Socialist Party will use radio as much as its finances will allow, according to a representative at party headquarters. Socialist nominations, filed last week, include Professor Coleman B. Cheney, a private in the U. S. Army, for Governor, and Samuel H. Friedman, editor of *The Call* for Lieutenant-Governor. A state radio hookup may be used, it was said. Three or four broadcasts have been used in the past for similar campaigns.

Heavy Communist Schedule

Also considering a state hookup is the American Labor Party, previous user of WEVD and WQXR, both New York stations. Dean Alfange is the ALP candidate for Governor, with Lt. Governor Charles Poletti up for re-election on both the ALP and Democratic ticket.

The Communist Party of New York State launches a series of 16 quarter-hour broadcasts on WQXR, New York, Sept. 10 in what is described as "its most ambitious program in six years on radio". Titled *Tuesdays & Thursdays at Ten*, the programs will bring leading party figures to the microphone, including Israel Amter, candidate for Governor.

Radio Evolution Next Decade To Be Sweeping, Says Mullen

NBC Executive Reveals Allies Far Outstrip Axis in Broadcast Coverage

"ELECTRIC communication is going places in the next decade," Frank E. Mullen, NBC vice-president and general manager, told the annual convention of Alpha Gamma Rho fraternity at the Chicago Towers Club, Aug. 28, in an address on "The Challenge to Fraternity Men."

Mr. Mullen

Pointing out that radio was born of the last war and that in 20 years since it has "made strides that suprised even its most ardent followers," Mr. Mullen continued:

Free Radio Cited

"Its changes may not be as rapid nor as radical as those of the broadcasting art on the threshold of new frequency domains, new modulation and transmission systems, facsimile, television and other fundamental additions, but these changes will be radical compared with that we have now. The day is coming when television will bring sight from any point in the world into your own home, a day when a man can sit in his living room here in Chicago and see what is going on in New York, London, Bangkok, Manila."

Describing American radio, supported by private enterprise and free from government subsidy or ownership, as "one of our democratic bulwarks," Mr. Mullen cited a few statistics comparing radio broadcasting in the United States and in the Axis nations, showing that "the essence of our progress has been freedom of the air."

In the entire world, he stated, there are 2,481 radio stations and more than 108,000,000 radio sets. In the Axis nations there are 271 stations and 33,000,000 sets; in the United Nations, 2,210 stations and 75,000,000 sets; in the United States, 924 stations and 56,000,000 sets. The United States has nearly four times as many radio stations and nearly twice as many receivers as in all the Axis nations combined, Mr. Mullen pointed out.

Radio's War Service

Continuing his statistics, he said that the United and neutral nations have 47 radio receivers per 1,000 population; the Axis nations 62 sets per 1,000; the United States 425 sets per 1,000 people. The United States has 37% of the world's radio stations, 924 out of 2,481, with 30,600,000 radio families dependent upon these 924 stations for entertainment, education and information.

Radio's public service is war service today, Mr. Mullen declared, and radio is playing a vital part in: "Telling the country that 'This is war,' telling the nation of the progress of the war, improving international relations, mobilizing the nation's youth, gearing civilian life to a war economy and keeping the world informed of United States war aims and efforts."

WDRC, Hartford, Conn., has started a spot campaign urging voters to register so they may vote in November. New citizens brought to Connecticut by the war boom are advised of various periods when they may register.

Gen. Brett's First

FRED FLEMING, news editor of KLZ, Denver, had what is believed to be the first radio interview ever given by Lt. Gen. George H. Brett, when plane carrying the commander of the U. S. Air Forces in the Far Pacific stopped off in the Rocky Mountain city recently. Despite the pessimism of the General's orderly, Mr. Fleming moved the KLZ shortwave mobile unit to Lowry Field, where for the first time Gen. Brett went on the air. His interview was recorded and played back that morning and evening.

Bonds Awarded

LORSTAN - THOMAS STUDIOS, Newark, sponsor of *Coast-to-Coast on a Bus*, on WJZ, New York, on Sept. 6 awarded $1,200 in war bonds to 52 winners of a child personality contest conducted on the Sunday morning program. More than 7,984 children under 14 had their pictures taken without charge in the sponsor's photographic studios in New York, New Jersey, Pennsylvania, Delaware and Washington, D. C. to compete in the contest. Program is placed through United Adv. Agency, Newark.

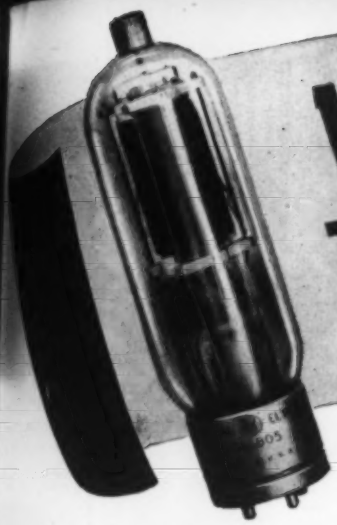
John P. Myers Creates Own New York Agency

JOHN P. MYERS, formerly an account executive of Huber, Hoge & Sons, New York, has established an advertising and sales promotion agency at 515 Madison Ave., New York, under his own name. Firm started operations in mid-August and is planning to use radio, according to President Myers.

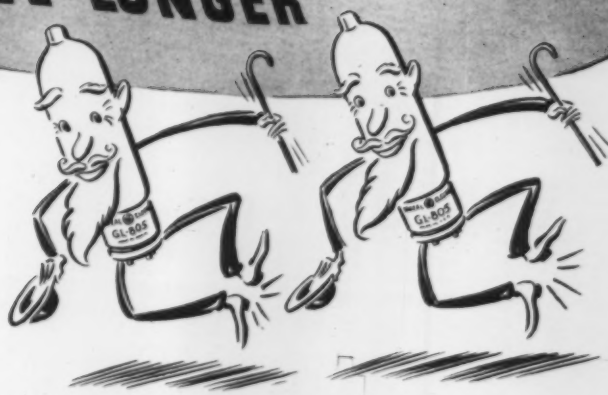
Members of the staff are: Alan Tigner, formerly of the National Advertising Department of the *New York Post*, as vice-president and account executive; Victor Doty, as account executive, and Lewis Troupp as art director.

Myers accounts include Overman Tire Co.; Belt Oil & Chemical Corp.; Mono Distributors Co.; and two real estate concerns, Vogter & Sons, and Ed Gray Levy, all in New York.

XUM



10 Suggestions to make your THORIATED-tungsten-filament tubes LIVE LONGER



HERE'S HOW you can easily remove many of the causes of premature tube failure

1 Don't overload the tubes. Use adequate protective devices such as a fuse or relay. Heavy overloads are apt to evaporate the thorium surface from the filament, and permanently damage the tube.

2 Normal operating temperature for thoriated-tungsten-filament tubes is obtained by operating them at the *rated* filament voltage. Care should be taken to operate them *at this voltage* (except for standbys and when reactivating). Occasionally, under or over voltage will give longer life, but such operation should only be carried out after first consulting the tube manufacturer.

3 Tubes that have been momentarily overloaded, or run at subnormal filament temperature, can quite frequently be reactivated by following this simple procedure: Operate the filament at the rated voltage for ten minutes or more with no voltage on the plate or grid. This process can be accelerated by increasing the filament voltage to 20 per cent above the rated value for a few minutes.

4 Increase the filament voltage progressively (only a small percentage at a time) when a tube no longer responds to reactivation. New filament transformers may be necessary for such operation.

5 For tubes of *250-watt plate dissipation or higher,* when the load on the tube is intermittent, keep the filament at 80 per cent of normal voltage during standby periods of *less than two hours.* This helps keep the cathode surface replenished, and makes it more quickly available when raised to normal filament voltage. If the standby period is *more than two hours,* the filament current should be shut off.

6 For tubes of less than 250-watt plate dissipation, filament voltage should be removed for standbys of more than 15 minutes.

7 For all types of thoriated-tungsten-filament tubes if the off period is less than five minutes, operate the filament at full voltage continuously, as excessive heating and cooling cycles tend to distort this type of filament.

8 Keep tubes well ventilated—with fans or blowers, if necessary.

9 Run at lowest possible anode current and voltage.

10 Minimize plate dissipation by careful tuning of the transmitter.

The Navy "E", for Excellence, has been awarded to 92,780 General Electric employees in five plants manufacturing naval equipment

These Suggestions Apply to Such Tubes As These G-E Thoriated-tungsten-filament types:

GL-146	GL-276A	GL-812	GL-849
GL-152	GL-800	GL-813	GL-851
GL-159	GL-801	GL-814	GL-860
GL-169	GL-803	GL-833A	GL-861
GL-203A	GL-805	GL-834	GL-865
GL-204A	GL-806	GL-835	GL-1623
GL-211	GL-809	GL-838	GL-1628
GL-217C	GL-810	GL-845	
GL-242C	GL-811		

TEACHING A RADIO CLASS? Ask for These G-E Aids

- FM Primer
- Cathode Design
- Experimental Electronics (Theory)
- Experimental Electronics (Applications)
- Electronics and Electron Tubes
- G-E Motion Pictures

Fill in the coupon for your sample package of these publications.

RUSH

General Electric, Section A 161-39
Schenectady, N. Y.

☐ Please send me.....copies of "9 Ways to Make Your Tungsten-filament Tubes Last Longer," "How to Get Longer Life from Your Mercury-Vapor Tubes," and further information on the operation of thoriated-tungsten-filament tubes.

☐ I am conducting a radio class for.....and would like a sample package of your textual manuals.

NAME.....STATION.....

ADDRESS.....STATE.....

CITY.....

3850

GENERAL ELECTRIC

Speaking of records . . . better check your supply of Presto recording discs and needles. Be ready for any delayed broadcast business that comes your way. Over 500 radio stations will shortly be ordering discs for the Fall season. We suggest that you order early and avoid the rush that often delays deliveries. Place your order with any branch of the Graybar Electric Co. or your local radio distributor.

NOTE:

No priority rating is necessary on disc orders. Presto replacement parts and service are still available on your A-3 maintenance rating.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone ... ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Ma. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Su. 9854 • SEATTLE, Sen. 2560 • WASHINGTON, D.C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Hooper Reports Gain in Listening

Increases Found in 83% of Cities Covered by Survey

A CITY-BY-CITY analysis of wartime sets-in-use made by C. E. Hooper Inc. reveals the following trend, a recent Hooper organization report shows: Sets-in-use for May, 1942, increased over May, 1941, in 52% of the regular Hooper checking cities.

June increases occurred in 66% of the cities and by August increases were reported for 83% of the cities, as compared with 1941. In the basic network area, all cities but one were up during July 1942 over 1941 and in August all cities in this area were above their 1941 levels.

'Aldrich Family' Tops

Hooper sets-in-use index for the week of Aug. 15-21 was 20.1 off 0.2 from the 20.3 shown in the first August report, covering Aug. 1-7. A drop in Friday rating from 21.8 in early August to 18.2 later in the month was the reason for the slight overall decrease, which would otherwise have advanced, Hooper reports.

Most popular program, according to the Hooper Aug. 30th report, was *Aldrich Family*, with a rating of 16.5. Kay Kyser ranked second, with 13.4; *Mr. District Attorney* placed third, with 12.5, and Walter Winchell was fourth with 11.8. Other leaders, in order, were: Frank Morgan, 11.5; Rudy Vallee, 11.0; *Doctor I. Q.*, 10.8; *Take It or Leave It*, 10.6; *Kraft Music Hall*, 10.3; *Information Please*, 10.1; *Star-Spangled Vaudeville*, 9.8; *Your Hit Parade*, 9.6; *Major Bowes*, 9.1; *Gabriel Heatter*, 9.0; *Adventures of the Thin Man*, 9.0.

Campbell Stays On

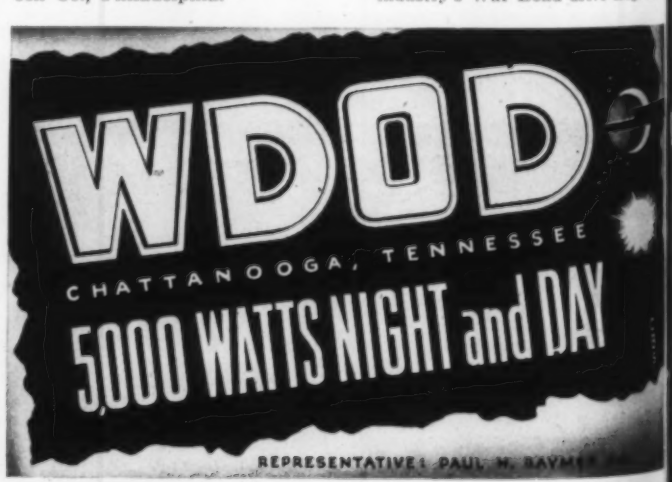
CAMPBELL SOUP Co., Camden, has decided against a layoff of the five-weekly CBS *Amos 'n' Andy Show* this year. Plans for a four-week respite fell through after sponsor and talent (Freeman Gosden, Charles Correll) failed to agree on type of temporary replacement. Agency is Ward Wheelock Co., Philadelphia.

A NEAT TRICK if you can do it! It's the WKZO, Kalamazoo, version of the old Indian rope trick and you do it with printer paper, one of the features of a week of sportscasts put on by Continuity Editor Hooper White while Harry Carr relaxed on vacation. Looks like a pretty big story for such a little man— the paper standing six feet above the desk, a full nine inches higher than Writer White. Try it on your newsprinter some time!

Schrade to Columbia

ANDREW J. (Andy) SCHRADE for more than three years president and general manager of Radio Transcription Co. of America, Hollywood, resigned in late August to become Pacific Coast general manager of Columbia Recording Corp., with headquarters in that city. He succeeds Paul Crowley who recently resigned to join the Office of War Information in San Francisco. Mr. Schrade was for 24 years associated with Columbia Phonograph Co., and the American Record Corp. In early 1939 he left the latter organization to head RTCA. Grace Gibson, representing Artransa and McQuarrie Network, Sydney, Australia, has succeeded as RTCA general manager.

HARRY FRAZEE, BLUE production manager, has been drafted by the Treasury to produce the half-hour program inaugurating the motion picture industry's War Bond drive Aug. 31.



Merchandising & Promotion

New Network Maps—Window Display—Ticket Brochure Hooper Statistics—New Name

ATLANTIC COAST Network has issued a book of 22 coverage maps, with separate daytime and nighttime maps for the entire network and for each of the 10 ACN outlets. Maps show intense, regular and secondary county coverage based on mail response and also gives the 2 MV/M and 0.5 MV/M signal strength lines for each station.

Mail response formula was worked out in accordance with recommendations of the timebuyers committee of the AAAA and the sales managers committee of the NAB, a coverage map precedent, according to Edward Codel, ACN manager. Using the home county of each station as a base, a ratio of mail per 1,000 radio homes was determined. In counties with ratios of 50% or better of the home county ratio the station was considered to have intense coverage. If ratio was 25% to 50% of home county, coverage was labelled regular, and if ratio was from 10% to 25% of home county the coverage was called secondary.

Maps, prepared by Walter P. Burn & Associates, also contain population, families and radio homes data and a retail sales breakdown. Book is attractively bound in a heavy cover showing an outline map of the area covered by the regional network.

* * *

NBC News Boost

WINDOW DISPLAY in swank Saks-Fifth Avenue, New York department store, recently featured *NBC Reporters to the Nation*, in which was a large scale model of the RCA Building, a world map with red flasher buttons marking NBC pickup points, and pictures of NBC correspondents with a silhouette map of the United States, showing correspondents' home towns. The home towns and foreign posts of the men are connected by ribbons passing through the model of Radio City. There is also a scroll, "Go Ahead, NBC," commemorating the historic report of Bert Silen and Don Bell Dec. 9, 1941, in Manila while Jap planes were in action over the city. Arranged by Irene Kuhn, NBC program promotion coordinator, the window display is slated to go to department stores in cities throughout the country.

* * *

Annie Oakley

KVOO, Tulsa, is exploiting the $75,000,000 retail sales increase in its primary area in a booklet distributed to advertisers. Featuring on the front cover an attached ticket "to the KVOO Sales Theater", described as one of the nation's first 25 war markets, it adds that this ticket is good only when accompanied by a planned campaign over KVOO.

* * *

Getting Acquainted

TO ACQUAINT radio editors with station personalities and activities, WOV, New York, is attaching a lead sheet to its weekly program schedules with two pieces of information in question form. Sample item in the first release states that Hans Jacob, WOV's news commentator, was the "Voice of Radio Strasbourg" in Paris, 1936-1939, broadcasting daily to "underground" Anti-Nazi listeners.

Quiz of the Kiddies

SALES STORY of the *Quiz Kids*, broadcast on the BLUE Network for Alka-Seltzer, is entertainingly but emphatically told in a 16-page brochure, "Out of the BLUE . . . More Sales at Lower Costs", recently issued by the BLUE. Citing Hooper survey statistics, the booklet points out that Alka-Seltzer sales were 73% better among listeners than among non-listeners and further that among listeners those who listened three or four times out of a four-week period included nearly twice as many Alka-Seltzer users as those who listened only once or twice during the four weeks. Or, as the brochure reiterates, "the more they listen, the more they buy".

Diverted to War

WOR, New York, has changed the name of its Special Features & News Division to the WOR War Service & News Division, at the same time adopting a modified policy in regard to promotion stunts for publicity purposes. For the duration of the war, the newly-named division will concentrate on war effort projects rather than on station promotion features.

* * *

Program Title

CONTEST to name "Club Roberts" program, mythical night club show conducted nightly on WOWO, Fort Wayne, Ind., by Paul Roberts, is planned with a Bulova watch as first prize. Listeners will be given two weeks to submit entries.

MISS SUBWAYS in New York for September is Evelyn Clark, secretary of the NBC personnel staff. John Robert Powers, beauty expert, selects a monthly beauty to be featured on car cards for the New York subway system.

It would take a Z ration card . . .

. . . to follow Martha Brooks on the radio visits she makes every day.

Martha is the gal who conducts WGY's "Market Basket" participation program from 8:45 to 9 a.m. every weekday morning. She is a nosey gal who isn't content to stay in her own primary airea. She goes out and gets regular listeners more than 200 miles from Schenectady, throughout New York and western New England, from Rochester to the outskirts of Boston.

The map you see here is what came out of a ten-day tussle recently between Martha and 4490 letters and cards received during that time.

P.S. It takes a lot more space than this to tell the story of Martha. In fact it takes at least 12 pages. We'll be glad to send you a copy of her story in exchange for your name on a postcard.

★ the airea's only 50,000-watt station

★ the airea's lowest frequency

★ the airea's only outlet for those popular NBC programs

WGY-77B

WGY

GENERAL ELECTRIC

Represented Nationally by NBC Spot Sales Offices

RADIO'S BIGGEST SALES JOB

Industry Bond Sales Climb, Aided By Top Program Time, Talent

RADIO continued its biggest selling job last week with stations from coast to coast placing their best program time and talent at the disposal of Uncle Sam's War Bond selling campaign.

A seven-hour Saturday night *Bond Show* on the BLUE Network August 29 brought orders for $10,475,685 in bonds before the evening was over. BLUE stations received orders from listeners by collect Western Union telegrams, telephone and mail. Members of the American Women's Volunteer Service compiled totals, and returns were broadcast as the evening went on, just as networks handle election returns.

The program ran into early hours of Sunday morning, with BLUE personalities piped in from all over the country. Among those taking part were Orson Welles, Amos 'n' Andy, Jane Cowl, Margo, Edward G. Robinson, Frank Black, and the Symphony Orchestra, Meredith Wilson, Fanny Brice, Bob Burns, Dinah Shore, Carl Sandburg, along with such name bands as Vincent Lopez, Tommy Tucker, Xavier Cugat, Glen Gray and Paul Whiteman.

The BLUE programs was carried by 131 stations. Of these, WREN, Lawrence, Kan., had pledges for $344,535, approximately 1/28th of the total.

WMAL, Washington, collected $88,000 in pledges, including sale of a $10,000 bond. The station also received pledges for a $5,000 Bond and 23 $1,000 promises.

KMOX in Action

KMOX, St. Louis, started a for-the-duration selling drive titled *KMOX March for Freedom* with all the personalities of the station conducting individual sales programs. The first KMOX customer was invited to the station, and interviewed on the air by Francis P. Douglas, station news director. Rush Hughes, KWK staff member, and son of novelist Rupert Hughes, took in nearly $7,000 in one day, auctioning baseballs autographed by members of the St. Louis Cardinals.

A third St. Louis station contributed $12,000 to the war effort, when Virginia Davis, director of women's programs for KXOK, and conductor of *Food Scout* program, auctioned 300 crates of lettuce to raise funds to finance a shipment of foods and medicine to captured heroes of Bataan. Lettuce sold for high as $300 a head at Miss Davis' auction.

In Pittsburgh, the Bondwagon of KDKA set what is believed to be a per capita record, when it collected $105,000 from 5,000 inhabitants of a nearby town. A show of 25 KDKA staff members drew nearly the entire population of Somerset, Pa., to a bond rally staged by the station in cooperation with a local banker. Besides radio entertainers, the rally offered free rides in Army "Jeeps" and souvenir Uncle Sam hats to Bond buyers.

Bond Auction

A "Million Dollar Band Wagon" revue of KSO and KRNT, Des Moines, talent is visiting neighboring towns to help bond sale progress. The stations are donating the services of their stars to communities staging rallies. The troupe features a "Bond Auction" with gifts from celebrities up for sale. Originals of popular cartoons, and donations from Hollywood and radio stars are sold to bond buyers.

Personal appearances of radio stars is also offered by WKRC, Cincinnati, to Bond Committees of nearby smaller cities and towns. First test was at Hamilton, Ohio, where the local newspaper and industrial plants cooperated in organizing the meeting. Two local industrialists promised to match the total sales with purchases of their own.

Whacking Hitler

In the south, WSLI and WJDX, Jackson, Miss., participated in an early morning opening of "Bonds For Our Boys Day" recently with a broadcast from a point where Mississippi selectees were inducted at 7:15 a.m. At the same time a red, white and blue "Victory Bus" was presented to the Hinds County War Savings Staff.

Whacking Hitler in effigy is the privilege of purchasers of War Bonds and Stamps at the booth of WMAQ, Chicago. As part of its current bond selling campaign, WMAQ has set up a Hitler dummy, locked in a stockade, in the lobby of Merchandise Mart, Chicago's largest office building, where more than 35,000 workers pass daily.

WFIG, Sumter, S. C., will broadcast a big War Bond Rally from the stage of a local cinema. The show will feature both local talent, and men from nearby Shaw Field, Army Air Forces Training School.

An inter-city bond selling competition was staged by WHBF, Rock Island, Ill., and WOC, Davenport, Ia., in cooperation with the Junior Chamber of Commerce. Half-hour sales programs were aired by the chamber, with three adjoining cities, Rock Island, Moline and Davenport, competing for high sales. WHBF is also offering War Stamps as a reward for the best Bond promotion idea submitted by staff members.

Not all the radio war effort is devoted to bond sales. WEBR, Buffalo, is compiling scrapbooks of jokes and cartoons for hospitals in service camps. Because of duplication of material, three books are in the making. When completed the volumes will be mailed to camps where local boys are stationed.

Victory Wagon

The nation's school children are urged to buy bonds on MBS stations by one of their favorite comic strip characters, "Superman". Appearing in a live show for the first time, "the man of the future" takes time out from his prepared continuity to ask his listeners to do their part by buying War Stamps.

A fast moving half-hour variety show is broadcast five times weekly by WCCO, Minneapolis, on behalf of War Bonds. Bond buyers in the audience are brought to the microphone between numbers and offered an old musket and the chance to pop any of the Three Horrors — Hitler, Hirohito, and Mussolini— whose faces decorate comic posters on the studio wall. Crack of the musket snaps across the airways.

Six *Victory Bond Wagon* programs have helped WPAT, Paterson, N. J. sell $1,027,830 in War Bonds and stamps. Totaling 390 minutes of broadcast time, the programs are aired from a remote mike in the streets of neighboring towns.

Brooklyn residents have bought $449,331 worth of bonds and stamps through WJZ, New York, the station reports. The drive was opened by Borough President John Cashmore, and included a show of WJZ stars at an Ebbet's Field ballgame, and a broadcast from the steps of the Brooklyn Borough Hall.

CHALKING UP $10,475,000 in War Bond sales in response to the BLUE's *Bond Night*, volunteer workers tabulate the returns from affiliates all over the country. After seven hours of the super-Bonds sales show, above are (l to r): Grace Hellerson, program dept.; Walter Harvey, research; Anthony Hennig, assistant treasurer; and Edgar Kobak, executive vice-president.

BOND MUSICAL SPOT

[To the tune of "Yankee Doodle"]

Permission to broadcast granted

Yankee Doodle goes to town
Buying bonds on pay day.
Now the bonds are piling up,
He buys the ten per cent way.
Every pay day ten per cent
Goes to bonds he's buying.
He's a good American
Because he "Keeps 'Em Flying".

Yankee Doodle's buying bonds
So, look out, Hirohito!
We're going to get you and your friends:
Herr Hitler and Benito.
Yankee Doodle buys the bonds
Ev'ry week on pay day.
America must win the War,
So buy the ten per cent way!

EDWARD BRAINARD,
WHYN, Holyoke, Mass.

Red Skelton Show Back On NBC After Vacation

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarettes, Sir Walter Raleigh smoking tobacco), through Russel M. Seeds Co., Chicago, after a summer hiatus, on Sept. 15 resumes the variety show, *Red Skelton & Co.* on 125 NBC stations, Tuesday, 10:30-11 p.m. (EWT). Featuring Red Skelton, comedian, the cast continues to include Harriet Hilliard, vocalist; Wonderful Smith, negro comedian; Truman Bradley, announcer; Ozzie Nelson, musical director. John Guedel will be agency producer, with Earl Ebi NBC production director.

The *Tommy Dorsey Show*, currently utilized as a summer replacement for *Red Skelton & Co.*, will continue under sponsorship of the tobacco firm, shifting on Sept. 16 to Wednesday, 11:30 p.m.-12 midnight (EWT), on 71 NBC stations. Latter show, continuing its summer format, replaces *Uncle Walter's Dog House* on that list of stations.

Howard's MBS Series

HOWARD CLOTHES, New York, sponsor of five live hours a week on WNEW, New York [BROADCASTING, Aug. 31] will launch a weekly drama on MBS Sept. 23, based on stories from *True Story* magazine and featuring Henry Hull, actor who played the part of Jeeter Lester in "Tobacco Road." Show will be sponsored Wednesdays, in the 8:30-9 p.m. period, on 8 MBS stations, and fed sustaining to the remaining network.

Guest actresses will co-star with Hull each week. Script writers will be Sig Miller and Louis Vittes. Howard Clothes previously used *Bulldog Drummond* on the same number of Mutual stations, discontinuing the show last March. Agency is Redfield-Johnstone, New York.

Resinol Tries Radio

RESINOL Co., Baltimore (ointment), large user of newspaper space for many years on a nation-wide basis, will shortly start a test campaign in Baltimore on WITH. The test may be extended. Courtland D. Ferguson Inc., Washington and Baltimore agency, is handling the test campaign.

XUM

"That's Me, Brother!"

Walt Raschick of Knox Reeves Cops 1st Prize of $150 War Bond

TALK ABOUT hitting the nail on the head! Walt Raschick of Knox Reeves Advertising, Inc., Minneapolis, really did it when he dreamed up "Big Aggie" as a name for our buxom gal.

Yes sir, like WNAX and its big five state coverage area, she's *really* "*Big*". Big in coverage, pulling power and results . . . commercial schedules bulging with year-after-year clients. And "Aggie" . . . well, she's the belle in a territory far famed for its wealth of agriculture. What more could be asked!

So to Walt Raschick goes the $150 War Bond top prize in our contest. To all entrants—for every one of the thousands of names submitted—our thanks. Maybe you thought we were "wacky" in announcing a contest without including our call letters. Results proved folks *do* know our big gal friend and identify her with WNAX. Here's an invitation to let "Big Aggie" and WNAX go to work for you.

Other Winners, Too!

Second prize of $100 War Bond went to Edwin R. Veleber, Fuller & Smith & Ross, Inc., New York. J. E. Spurrier, ad manager of the Columbus, (Ohio) Dental Mfg. Co., walked off with third prize of a $50 War Bond. Both names were dandies,—as were all entries received. And all truly descriptive of WNAX, the big station of *proved* results.

IT'S *Economical* TO BUY THE *Big Station*

WNAX

The Billion Dollar Market

SIOUX CITY ★ YANKTON

Affiliated With Columbia Broadcasting System

570 On Your Dial

A Cowles Station

KPAB, Laredo, Purchase Sought by San Antonians

APPLICATION for the sale of KPAB, Laredo, Tex., has been filed with the FCC by Mervel M. Valentine, president and owner. Buying is the Laredo Broadcasting Co., comprising Howard W. Davis, San Antonio banker, president and director; W. W. McAllister, San Antonio broadcaster, secretary-treasurer; J. K. Beretta, San Antonio and Laredo banker, vice president and director. Each controls 33⅓% of the stock.

Purchase price is reported to be $14,500 and the assumption of outstanding debts. Mr. Davis and Mr. McAllister are partners in KMAC, San Antonio. KPAB went on the air in May 1938, and operates on 1490 kc. with 250 watts fulltime.

WKBN, Youngstown, O., broadcast complete ceremonies when Brig. Gen. H. C. Minton presented the Army-Navy "E" award to the Aetna-Standard Engineering Co., Ellwood City, Pa.

Jack Benny Prepares

THE Harry James orchestra will be featured on the NBC *Jack Benny Show* for two weeks or more when General Foods Corp., New York (Grapenuts), resumes that program on Oct. 4 for the ninth consecutive season, Sunday, 7-7:30 p.m. (EWT), with transcribed West Coast repeat on the BLUE, 8:30-9 p.m. (PWT). Initial broadcast is to originate in New York with routine built around the query, "Where is Phil Harris?". He will join the program later, although it is reported that Abe Lyman may take over the musical assignment in event Harris joins the Army. Balance of the cast continues as last season. Agency is Young & Rubicam Inc., New York.

WILLMAN BROADCASTERS, new school of radio instruction, has been established at 8668½ Wilshire Blvd., Beverly Hills, Cal. It is headed by William Cornell, formerly KMTR, Hollywood announcer-producer, and James R. Oliver, freelance writer.

RADIO SUBS FOR LOCAL PAPERS

KVOO Serving Four Towns With Rural News After Newspapers Suspend

WHEN newspapers in four Eastern Oklahoma communities were forced to suspend for the duration, radio stepped in to perform the familiar functions of the rural press. KVOO, Tulsa, seized the opportunity for public service and established daily 15-minute newscasts directed at each community. The program delivers the news of the community, homes, schools, churches, with slants on hobbies and institutions, and the time honored lists of sick and the advent of new-born babies.

Developed by Ken Miller, veteran news editor of KVOO, the idea arose when an undertaker from one of the towns asked the station to broadcast a funeral notice. Sensing the need for news dissemination in these areas, Mr. Miller established headquarters in each town with part-time reporters to telephone the news in.

Well Received

Airea News, as the program is called, is restricted to fairly large towns without daily publications. In the four communities where experiments are now underway, the program has been warmly received, with citizens literally fixed to their radios during the morning news period.

Mr. Miller is modestly enthusiastic about his latest development in the special events field. He considers the charm of *Airea News* a result of its simplicity. "The newscast is just what they want to hear about the interesting incidents of the community. It is brief, like the personal column of the hometown paper, given them by radio", Mr. Miller explains.

KVOO finds that the program makes the station an intimate part of the community. W. B. Way, general manager of the station, points out that the radio programs are a constant part of discussions in the communities. By reporting hobbies, campaigns, socials and societies, the station has become identified with community projects, and the mail response shows the appreciation of schools, churches and individual listeners.

WNRC's New Publication

STARTING with the September issue, *Radio Review*, published by the Women's National Radio Committee, will appear in new format as *Radio Review and Women in War Time*. The publication will be issued monthly by the National Information Bureau on Women's War Activities, formed recently under sponsorship of the WNRC to coordinate the activities of women's organizations engaged in voluntary war activity. Mary Margaret McBride, women's commentator of WEAF, New York, will conduct a regular column in the *Review*, which will carry news and articles on the volunteer war activities of American women.

CARL POST, associate of Davis-Lieber, New York publicity firm, who won three scholarships at the French Conservatory of Music in 1932, is heard at the piano in a new live feature of *Midnight Jamboree*, recorded music show on WEVD, New York. Title of Post's stint is *Back to Boogie Woogie*.

"WHERE MUSIC SELLS THE WORLD'S GREATEST MARKET"

Apartments Quickly Rented Inquire WQXR!

Among WQXR's Regular Clients:

BLOOMINGDALE'S
BOND BREAD
BOTANY WORSTED MILLS
G & D WINES
GENERAL FOODS CORP.
JERGENS-WOODBURY BEAUTY AIDS
METRO-GOLDWYN MAYER FILMS
PEPSI-COLA
ROGER KENT CLOTHING
RUPPERT BEER
SCHRAFFT'S RESTAURANTS
STROMBERG-CARLSON RADIOS
TWENTIETH CENTURY-FOX FILMS
VENIDA CLEANSING TISSUES & HAIR NETS
VICTOR RECORDS
WARD'S TIPTOP BREAD
WILLIAMS SHAVING PREPARATIONS

HUNDREDS of New York music-lovers now tune in their favorite WQXR music from cozy, comfortable apartments that they first heard about over WQXR!

Here are just a few of the amazing success stories that have emanated from one of radio's unique participation programs, WQXR's "Apartments on Parade." One building leased 4 apartments in 5 weeks. Another leased 3 in 2 weeks. An agent traced 12 leases to WQXR at a time when he could trace none to any other advertising. WQXR produced inquiries for a Central Park West building at 1/2 the cost of their other advertising—and leases at 1/3 the cost!

Signing a lease involves a lot of money. But WQXR listeners have faith in those who advertise on the high fidelity station that brings them 14 out of 17 hours of good music daily . . . plus *factual* news . . . *intelligent* news commentary . . . *sincere* commercials. From Mouthwashes and Breakfast Cereals to Coffees, Cigars, and Wines—yes, even Apartments—advertisers can count on the loyalty of WQXR families.

We can demonstrate this listener-loyalty to you, too, here in New York where "music sells the world's richest market"—over WQXR. In New York, 730 Fifth Avenue, CIrcle 5-5566. In Chicago, The Foreman Company, Wrigley Building, Delaware 1869.

NIGHT AND DAY

WQXR

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE

In this market no "Outside Voice" can compare with the "Inside Pull" of WHBF!

WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

XUM

Purely PROGRAMS

HOUSEKEEPERS in Cincinnati will hear a new program *The Regal Dividend Club*, five days a week, beginning Sept. 7, over WCKY sponsored for the next 52 weeks by Regal Food Markets. Produced by William F. Holland, the program will feature music, patter, drama and telephone calls to listeners to present Regal merchandise and cash awards.

The dividend aspect of the grocery company's program affords many opportunities for merchandising to assure listener reaction and consumer interest. Listeners telephoned will receive bags of flour. In addition, those at home when the call is made will receive baskets of groceries. On top of that, listeners who have the "Regal Weekly Special," will receive a cash award.

Cast members are Regal Hostess Shari Lee, M. C. Gene Sherman, Announcer Larry Mason, "Percival Prune," "Emma Ambercomb" and "Mathilda Hemmingstitch," who will offer household hints, cooking suggestions and advice on "husband training."

* * *

Sky Adventure

ANOTHER program with an aviation angle, designed for young people, has started on BLUE under the title *Hop Harrigan*. Show is based on a central character introduced two years ago in a monthly comic book, now being syndicated to newspapers. The Office of the Adjutant General of the Army has officially endorsed the show. Produced in cooperation with the Air Training Corps of America, the series presents the adventures of "Hop Harrigan" who lends his knowledge of aviation to Uncle Sam for the duration. BLUE's other air-minded show, *Scramble*, dramatizes the war adventures of Army Air Forces pilots.

* * *

Patriotic Pickups

KEYED to the martial spirit of the day, *This is the Hour*, weekly half-hour series combining music and dramatic news vignettes, was inaugurated Sept. 2 on Don Lee-Mutual and CBC stations, Wednesday, 8:30-9 p.m. (EWT), with West Coast repeat 8:30-9 p.m. (PWT). Program features three RAF cadets each week as well as a different military band, latter being remoted from various bases across the country. Prize will be awarded upon completion of the series to the service unit voted most popular by listening audience.

* * *

Rosh Hashonah

IN OBSERVANCE of Rosh Hashonah, Sept. 11, which ushers in the Jewish New Year 5703, NBC will present a special broadcast Thursday, Sept. 10, in cooperation with the Synagogue Council of America. Broadcast will include a direct pickup from London, bringing a holiday message from Rabbi Joseph H. Hertz, Chief Rabbi of Great Britain. Replying as a representative of American Jewry will be Rabbi Israel Goldstein, president of the Synagogue Council.

Soldiers Only

POPULAR new weekly program for soldiers of the Eighth Service Command, *What's Your Name, Soldier?* on WOAI, San Antonio, is carried by the entire Texas Quality Network. Soldiers attend studio broadcasts, and send in their favorite song titles with reasons for their choice. Two dollars in war savings stamps and a chance to win $10 additional in stamps go to each soldier whose selection is played. Soldiers with the same last name as the lucky winners or song identifiers share in prizes. War savings stamps totalling $100 are given away each week. The program idea comes from Lee Segall, originator of *Dr. I. Q.* and *Sing for Dough*, national network radio shows.

* * *

Tributes to Our Neighbors

SALUTING South American republics, the Los Angeles County band starting Sept. 21 will dedicate its bi-monthly BLUE Pacific Coast program to a different country. Each broadcast will be transcribed and shipped to the 20 republics under sponsorship of Rockefeller Committee on Inter-American Relations. Music clearance for transcribing is forthcoming from James C. Petrillo, AFM president.

* * *

BBC Youth Show

BRITISH Broadcasting Corp. is planning a *Youth Magazine* of, by and for young people to be broadcast weekly beginning the end of September. Featured will be *Youth In Action*, which will present transcriptions made by one of BBC's eight mobile recording units touring England. There will also be forum discussions, an "information please" section and entertainment.

* * *

Old Time Revival

OLDTIME REVIVALS are heard on WBNX, New York, in a series originating at the Pentecostal Faith Church in Harlem titled *You cry for me Church of the Air*. A woman Bishop, known as Mother Horn, head of Pentecostal churches in the East and Middle West, conducts the programs, aired twice-weekly.

Women of Interest

PERSONALITIES and events of general interest, as well as features designed particularly for women listeners, are presented by Linda Porter, in a five-weekly series on WMCA, New York, titled *Porter Patter*. Miss Porter, who previously conducted *The Three Marketeers* on the same station, brings to the microphone interviews with women prominent in civilian defense work, such as Sally Victor, hat designer, and Leah Ching, girl bomber pilot of the Chinese Air Force.

* * *

Americanization

LAUNCHED as an experiment in July, *Americanization School*, consisting of radio lessons in American history, government and naturalization is now heard on a permanent four-weekly basis, on WHOM, Jersey City. Charles Baltin, director of war activities and special features of WHOM, is director of the classes, which are conducted in English, German, Polish and Italian in four separate programs by the station's directors and announcers.

* * *

Wagging Tongues

OPENING a direct offensive on whispering campaigns and half-told stories, *Rumor Buster*, twice weekly quarter-hour program featuring Harrison Woods, news editor of KHJ, Hollywood, and including personal interviews, was started Sept. 1 on 33 Don Lee Pacific Coast stations.

* * *

Old-Time Vaudeville

DISPENSING with the m.c.'s, chorus lines, and other features of the modern version of vaudeville, WOR, New York, has launched a series of real old-time vaudeville shows. Animal acts, jugglers and dancers are included in addition to singing and comedy acts.

On KOA—*all* 10 of the 10 top-rated *daytime* programs—PLUS *all* 10 of the 10 highest Hooper-rated *evening* programs . . . an over-all audience greater than the second and third-ranking Denver stations *combined*!

KOA 50,000 WATTS — FIRST IN DENVER

Represented nationally by Spot Sales Offices

Come in MR. ADVERTISER

Say a few words to the great radio audience reached through KFDM, Beaumont . . . A many-million dollar market in Texas' booming Gulf Coast Industrial Area.

BLUE NETWORK

KFDM BEAUMONT

REPRESENTED BY HOWARD H. WILSON CO.

PERFORMANCE STRENGTH and LOW COST...

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS

WINCHARGER VERTICAL RADIATOR

WINCHARGER CORPORATION SIOUX CITY, IOWA

WSAI KEEPS SELLING YOUR PRODUCT FROM BROADCAST TO POINT-OF-SALE

Here's how!

ON CINCINNATI'S 2nd BUSIEST CORNER over 15,000 daily passers-by are informed of WSAI's sponsors and products by smart, window display cards.

WSAI CAR CARDS are displayed to more than 350,000 passengers, daily, in Greater Cincinnati and Northern Kentucky.

WSAI COUNTER CARDS identify your product with your program, while the customer makes a selection —timely reminders that make extra sales!

TO BRING YOU THE FINEST NEWS SERVICE OF ANY CINCINNATI STATION
WSAI STARTS HOURLY NEWS
WSAI ADDS THREE FULL-TIME NEWSCASTERS
WSAI SCHEDULES MORE NETWORK NEWS

NEWSPAPER DISPLAY ADS, plugging WSAI sponsors' programs, appear in the Cincinnati Enquirer.

XUM

NEON SIGN, advertising sponsors' program and product, reaches 73,000 fares who daily pass through the Dixie Terminal.

TAXI CAB COVERS for WSAI PROGRAMS are seen by thousands during their full week's showing on Cincinnati's large Yellow Cab Fleet.

WSA"I-OPENER" is mailed monthly to 4,500 retailers and wholesalers in the Cincinnati Trading Area.

8

DYNAMIC SALES AIDS which give WSAI advertisers the advantage of a tested, effective merchandising program!

"MEET THE SPONSOR," a live-talent program, effectively publicizes sponsor and his regular WSAI broadcasts.

This standard merchandising, as well as especially prepared material, is available consistent with your WSAI campaign.

IT SELLS FASTER IF IT'S

WSAI DENTIFIED

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

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And Advertising Offices
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Telephone—MEtropolitan 1022

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J. FRANK BEATTY, Managing Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN
WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

Subscription Price: $5.00 per year—15c a copy • Copyright, 1942, by Broadcasting Publications, Inc.

Till the Job Is Done

LAST WEEK the war was three years old. American radio is a grim, seasoned veteran, because from the very hour of the Nazi conquest of Poland it was on the firing line.

It is only since Pearl Harbor that radio people have been actual combatants. So far as the records show, two radio men have made the supreme sacrifice in action. And it's one of those strange quirks of fate that both last were employed at the same station—KLZ, Denver.

What history already records as the most despicable act of all time—Japan's assault upon Pearl Harbor when it was at peace with the United States—brought radio's first fatality. Ensign Thomas A. McClelland, USNR, on leave as chief engineer of KLZ, died at Pearl Harbor.

The second name on American radio's Honor Roll is Captain Derby Sproul, last month reported dead "somewhere in Africa" following a plane crash. He was supply officer with a bombing squadron. Capt. Sproul only three months before had volunteered and was given leave as production manager of KLZ to accept a commission. Two years before he had held the same post with KDKA, Pittsburgh, and prior to that was with KOA, Denver.

Now, with the United Nations on the offensive in the Pacific, we're hearing more about radio men in action—aside from those who man the microphones to keep America the best informed nation. When the Marines made their spectacular landing in the Solomon Islands, one of the invading force was Sergt. James W. Hurlbut, a "fighting reporter" in this modern warfare. Jimmy wrote an eyewitness piece, for press and radio, released through intelligence channels. It was a swell yarn. Until last May, Jimmy was publicity director of WJSV, Washington. He had been a Leatherneck from 1933 to 1936. He couldn't resist the urge, and reenlisted May 8. A week later he was "out of the country".

There are hundreds of others from American radio scattered throughout the services and the world, not to mention the scores from our neighbor and ally, Canada. They will do their jobs willingly, intelligently and well. Radio training is conducive to that.

We of radio won't forget the McClellands and the Sprouls. We'll pitch in wherever the call and whatever the task, till the job is done.

A New Voice

LOOK OUT for new trouble from the Federal Trade Commission. If current thinking by that agency anent "simulated voices" is carried out, radio, along with the screen and the legitimate stage, stands to be cited for misrepresentation. It could be carried to the ludricous extreme where Raymond Massey's rendition of Lincoln's Gettysberg address would be regarded as a fraud unless clear cut disclosure is made that the Great Emancipator's voice was "simulated".

The situation arises as a result of the recent FTC citation of Reynolds Tobacco Co., which, in its commercials for Camels, has used simulated voice testimonials. "The respondent", said the complaint, "has represented in its radio broadcasts that certain voices used in them are those of persons named by it and by its representatives when in fact such voices were not those of the persons so represented by it and such persons were not present at the broadcasts."

So we instituted an "inquiry". We had in mind that use of simulated voices is a definite, well-established program pattern. It's the *March of Time* format; CBS uses it most effectively in *They Live Forever;* the National Assn. of Manufacturers employs it in its weekly transcribed series. Dozens of the war programs rely on it.

To our utter amazement, we are told by FTC officials, who didn't care to be quoted, that even when the principals have given permission to have their voices simulated on programs or in testimonials, the program sponsor can be cited for "misrepresentation". But if it is "clearly indicated" on the program that the voices were simulated, no citation would follow. Without the clear cut announcement, or disclaimer, FTC policies would be violated.

The FCC in recent months has been most considerate and, unlike certain other government agencies, hasn't banged industry around with abandon. Radio advertising has fared particularly well, and while there have been citations, a willingness to cooperate has resulted in stipulated settlements, without undue hell-raising.

But here, it seems to us, things are being carried too far. Of course there hasn't been any adjudication, and won't be until a "test case" arises. Maybe the Camel complaint will become that. Three other cigarette companies—the makers of Lucky Strikes, Pall Malls and Philip Morris—also have been cited, but only in the Reynolds case is the simulated voice issue raised.

There are dozens of programs using simulated voices (in most every case, with permission of the owner of the voice). The theatre and the motion picture industry also must be vitally interested, for it's conceivable under a literal application of the policy, they would have to disclose in bold-face type, those voices which are impersonated.

It seems to us that, without awaiting a "test" case, the FTC should make crystal clear what it proposes to do about it. We think rigid application is ridiculous, since no fraud is being perpetrated upon anyone. But if that's to be the Government view, then let's have it out before any damage is done, and knuckles are cracked, wholesale.

Guestitorial

JUST PLAIN NASTY

By GEORGE W. SMITH
Managing Director, WWVA, Wheeling

AN AMBITIOUS writer recently took radio broadcasting for a bit of a bumpy ride in a rig which he labeled "Radio's Plug-Uglies". And much comment has that ride inspired or provoked—as you wish.

Mr. Smith

Our writer talked about "a bass fiddle in pain"; "Sad Sam the B. O. Man"; "Ousing aggressiveness like syrup in a hurry"; "Gizzards bounding right into the room"; "Purring insincerity or dreadful long-windedness"; etc., etc.!

Then he wound up with the admonition, "Radio is young. We listeners can make its advertising grow up—if we protest long and loud enough." Good enough!

First of all, Mr. Writer might have billed his article as, "The Evils of Radio". But why didn't he? Well, that would have been old stuff, so he dragged in "Plug-Uglies". I like that combination because it's an eye stopper. Just like a crowd of folks dressed like you and me parading along any Main Street—do we attract any attention? No! But let a darn fool clown sway along in a nut-house costume and every neck gets a bit of exercise. And why? Different!

Why did the very publication in which "Plug Uglies" was staged blitzkreig its way into the limelight? I'd say because a smart brain lifted out of the commonplace fog and banged together a condensation idea that caught a runaway American public with its pants at half mast. Different? Sure!

"Hellzapoppin"? Did anybody ever have the nerve to stand up and champion its tremendous cultural atmosphere. You're ready for the institution which might well have given birth to its theme, if you try that. But what happened? A record run!

Why did old P. T. break his neck to collect a lot of freaks to line the tent that was pitched in front of his "Big Top"? The old boy was an A-1 showman and knew darn well that the herd craves something unusual. A two-headed man is not the most inspiring human creation, but he'll turn the stile.

Yes, like the very composition of our inspired writer, radio seems to click when it follows the trail that has been blazed by so-called nutty

(Continued on page 33)

We Pay Our Respects To —

CRAIG ROBERT LAWRENCE

WHEN Craig Lawrence was elected a vice-president of Iowa Broadcasting Co. last January in addition to his duties as commercial manager, several people—but perhaps not Craig—knew he was in for bigger things. As early as that, Luther L. Hill, executive vice-president of IBC and manager of KSO-KRNT, was buzzing around on reinstatement in the U. S. Army.

In latter April, Maj. Hill reported for duty with the Air Forces in Florida. Simultaneously, Vice-President and Sales Manager Lawrence was elevated to the post of acting manager of KSO-KRNT for the war's duration, to replace Maj. Hill.

One of the top-notch performers in the Cowles radio organization, Craig Lawrence now goes beyond his old bailiwick to take a voice in the broader operational aspects of this Midwest broadcast enterprise—encompassing four stations: KSO-KRNT, WMT and WNAX, Yankton, S.D. Other officers of the company are Gardner Cowles Jr., president; John Cowles, vice-president; Fred A. Little, secretary; Arthur T. Gormley, assistant treasurer and assistant secretary.

As if Maj. Hill's absence for the duration didn't leave a big enough void, President Gardner Cowles Jr. last July accepted a call to Washington as assistant director of OWI in charge of domestic operation. This imposed additional duties upon Craig's broad shoulders. Mr. Cowles' functions as president of the *Register-Tribune*, the *Minneapolis Star-Journal* and *Look* Magazine, went to newspaper executives of the organization, but Craig got the radio end.

Appreciative of the task he undertakes in filling the over-sized brogans of Maj. Hill, Acting Manager Lawrence promptly announced the promotion of Robert Dillon, of the KSO-KRNT sales staff, as local commercial manager for the two stations. Ted Enns, national sales manager of all four stations, takes over charge of network operations for the Des Moines stations, in addition to his national sales work.

Craig started his commercial career when a horse tossed him out of school. As a journalism student at Iowa State, during ROTC maneuvers a charger threw Lawrence, breaking his arm. During his convelescence he joined the Continental Adv. Service, Des Moines. That was in 1926. It later became the Pauli Company with headquarters in Des Moines and New York City.

While in the Des Moines office he became interested in radio and fathered two accounts, Sheuerman Woolen Mills and F. Brody & Son. The former sponsored one of the first successful football scoreboards which featured a contest angle. Mail responses gave Lawrence the idea that radio was one of those fields with a future. Later he was sent to New York and lived there a year, but resigned when KSO opened its studios in 1932. He returned to Des Moines to handle merchandising and selling. Under him an outstanding promotion and merchandising department was created. Timebuyers soon found their programs heralded on billboards, street car cards, movie trailers, newspapers, direct mailing and special stunts.

Lawrence has found that local advertisers can be shifted from spot announcements, and participating programs to sponsoring quarter-hour, half-hour and hour shows of their own. At the moment he finds news and the musical clock type of show on the average station finds the readiest local markets.

Since his association with KSO, Iowa Broadcasting Co. has added KRNT, Des Moines; WMT, Cedar Rapids and Waterloo; WNAX, Yankton, and Sioux City, Ia.

With the founding of KRNT Craig was named commercial manager and assistant general manager of the Des Moines stations which are Blue Network, Mutual and CBS affiliates.

The turnover in the sales staff of KSO-KRNT has not been tremendous, but those who left have done the alma mater proud. They are Phil Hoffman, vice-president and manager of WNAX; Ron Woodyard, general manager of WING; Leo Fitzgibbons, commercial manager of WOC; Carter Ringlep, St. Louis representative for radio sales, and Wayne Varnum, who is in charge of promotion for popular records of the Columbia Recording.

For hobbies the new vice-president chalks up swimming and sail boating, a lot of theater-going while in New York and the collecting—or rather the accumulating—of pipes. He has given up golf; it takes too much time.

Radio, Craig believes, has only scratched the surface of local advertising. "To me it is actually remarkable that business men are permitted to buy advertising (and fellows like me are permitted to sell it) in connection with an instrument of so much public influence. It could probably only happen in America. Yet, that is what has built American broadcasting and that is why the American public gets the most complete, the most satisfactory and the most expensive radio service in the world today," he says.

Craig Lawrence was born Nov. 6, 1904, in Oshkosh, Wis. He was graduated from Escanaba (Mich.) High School and later attended Iowa State College of Journalism at Ames, Ia. He married Stella Stewart from Lake Charles, La., whom he met while she was vacationing in Escanaba. They have two sons, Tom and Bob.

Besides numerous radio organizations, Lawrence belongs to the Theta Delta Chi fraternity, the Hermit Club, the Executive Assn. and the Retail Adv. Club.

Personal NOTES

LT. COMDR. DUKE M. PATRICK, attached to the War Plans Section of the office of the Director of Naval Communications, on Sept. 1 reported to Cornell U for a 60-day indoctrination course. Comdr. Patrick, a Naval Reservist, was called to active duty Aug. 1, relinquishing his radio law practice. Under his temporary orders, Comdr. Patrick will return to Washington headquarters Nov. 1.

JERRY LYONS, account executive of Weed & Co., station representatives, has been commissioned a captain in the Army Air Force, Troop Transport Division, reporting for duty Sept. 4. On Aug. 28 Capt. Lyons gave a farewell luncheon for his agency contacts at the Hotel Roosevelt, New York, with about 20 timebuyers attending.

GEORGE WILSON of the Chicago office of Howard Wilson & Co., on Aug. 29 became the father of a son Roger, his first child.

WORTH KRAMER, manager of WGKV, Charleston, W. Va., was mentioned in *Reader's Digest* recently for his development of *Wings Over Jordan*, popular Sunday morning program, while program director for WGAR, Cleveland.

AL KERR, for many years in the station representative field and currently associated with the steel industry, is the father of a daughter, Jacqueline Edith, born Aug. 13.

EDWARD GERKEN, sales assistant of WGN, Chicago, has enlisted in the Coast Guard as yeoman second class.

ED VOYNOW, partner of Edward Petry & Co. and on leave as Chicago manager, who was recently commissioned a lieutenant in the Army Air Force, has completed his training at Miami Beach and has been assigned to Wright Field, Dayton.

HARRY WOODWORTH, former radio director of Minneapolis branch of Erwin, Wasey & Co. and associate editor of the *Golfer & Sportsman*, has joined the sales department of WCCO, Minneapolis.

WILLIAM E. FORBES, general manager of WCCO, Minneapolis, was featured guest at the Minneapolis Advertising Club on Sept. 2.

WARD D. INGRIM, commercial manager of KFRC, San Francisco, has been commissioned a second lieutenant in the Army Air Forces. He left Aug. 31 for Miami Beach for training.

CARL SUTPHIN, formerly of *Golfing* and *Golfdom*, Chicago, has joined the sales service department of WLS, Chicago.

JACK DAVIDSON, manager of the new Northern Broadcasting Co. station, CKWS, Kingston, Ont., left CHEX, Peterboro, Ont., August 24 to take up his duties.

KING MITCHELL, formerly of KMO, Tacoma and KWLK, Longview, Wash., and Jerry Crollard, formerly of the Seattle offices of Sunset Outdoor Advertising, have joined the sales staff of KIRO, Seattle.

RUSSELL HUDSON, BLUE Pacific Coast sales service manager, Hollywood, is the father of a girl born Aug. 28.

DON GILMAN, Western Division vice-president of BLUE, currently in New York for conferences with network executives, returns to his Hollywood headquarters in mid-September.

BILL FINLEY, account executive of KMTR, Hollywood, is the father of a girl born recently.

SIDNEY N. STROTZ, Western Division vice-president of NBC, is currently in New York for conferences with Niles Trammell, president.

LEONARD LOUIS LEVINSON, whose experience includes scripting of *The Great Gildersleeve* and collaboration with Don Quinn on *Fibber McGee and Molly*, has been appointed a consultant to the radio bureau of the Office of War Information. He will assist Nat Wolff, deputy chief in charge of the Hollywood office, in supervision of Government radio programs from the Coast.

LAWSON TAYLOR, commercial manager of KTUL, Tulsa, Okla., is now in officers' training school at Sheppard Field, Tex.

H. K. CARPENTER, vice-president of the United Broadcasting Co. in charge of operations of WHK and WCLE, Cleveland, and WHKC, Columbus, has been appointed on the youth committee of Rotary International by Fernando Carbajal of Lima, Peru, president of the organization.

JIMMY STANBERRY, merchandising manager of KGNC, Amarillo, Tex., has joined the sales staff of KRGV, Weslaco, Tex.

"KRNT tells 'em what's cooking... and in they come"

—reports vice-president of Iowa's largest cafeteria.

With over a million people in their trade-area, Des Moines stores regularly draw shoppers from towns 50, 60 or even 80 miles away. Noon or evening, when hunger calls, many of these visitors head for Bishop's, Iowa's largest cafeteria.*

Sam Park, Vice-President of Bishop's reports that "time and again, guests tell us Bishop advertising on KRNT has stirred up an appetite for our crisp salads, special desserts, or our Iowa prime ribs of beef. We can seat 486 guests at once. We like to have these seats filled. And KRNT is doing a lot to help fill them."

Each week-day since September, 1941, Bishop's have used the KRNT Women's Club of the Air, conducted by Betty Wells. Even more eloquent than Sam Park's comments, are three consecutive 13-week renewals of Bishop's contract for this KRNT feature.

* *Bishop's also have large cafeterias in Cedar Rapids, Davenport, Peoria, Rockford, Sioux City and Waterloo.*

KSO BASIC BLUE AND MUTUAL 5000 WATTS

KRNT BASIC COLUMBIA 5000 WATTS

The Cowles Stations in DES MOINES

Affiliated with the Des Moines Register & Tribune

Represented by The Katz Agency

J. ROY McLENNEN has resigned as assistant general manager and program director of WFMD, Frederick, Md., to serve as assistant field director of the American Red Cross, for service with armed forces overseas.

CHARLES HARRIS, salesman of WSRR, Stamford, Conn., and Harold Yudain, station news editor, were given a stag dinner by the staff before entering military service. Mr. Harris has joined the Coast Guard reserve, and Mr. Yudain leaves for Army Officers Training School.

FRANK E. FLETCHER, former FCC attorney and afterward in the radio law offices of Paul D. P. Spearman, has been recalled to active duty in the Army Ordnance Corps as a first lieutenant. Originally called last year, Lt. Fletcher was discharged because of physical disability following a back injury. He had joined the office of the Alien Property Custodian as a civilian attorney, but was recalled to active service, for limited duty, following a physical checkup.

R. L. RUST, one-time president of Allied Adv. Agencies, Los Angeles, has been appointed commercial manager of KWKW, new Pasadena, Cal., station.

Sgt. Lester Galloway

SGT. LESTER M. GALLOWAY, 26, widely known in Southern California as a radio singer, died in an Alaskan military hospital of yellow jaundice on Aug. 2, according to word received from the War Department by his parents, Mr. and Mrs. D. D. Galloway, of Lawndale, Cal. After enlisting in the Army he was sent to Fort Ord, Cal., where he volunteered for Alaskan service.

Women's Group Formed To Help Bundles Drive

WOMEN commentators and writers in the radio field have formed a radio script and production committee of Bundles for America, with the purpose of contributing time and talent to preparing programs for the war effort on the home front, according to Mrs. P. Wesley Combs, national radio director of Bundles for America.

Mrs. Alois Havrilla heads the committee which includes Mary Margaret McBride, WEAF; Adelaide Hawley, WABC; Kathryn Cravens, WNEW; Bessie Beatty, WOR; Diana Ashley, AP; Dorothy Sanchez, J. Walter Thompson Co.; Mary Stuart Fickett, formerly of the New York at War Committee.

SPOTTERS SPIEL the story of the Worcester, Mass., rehearsal air raid combined with a practice evacuation over WTAG there. As they reported their impressions of flour-bag bombs dropped by Civil Air Patrol planes and the mock blitz proceedings are (l to r): Announcers Barry Barents, Bob Dixon, Phil Brook and Bob Martin.

Rosenthal Joins Rockhill

EVERETT ROSENTHAL, previously in the sales departments of Universal Recording and Music Corporation of America, has joined Rockhill Radio Inc., New York, recording and transcription firm, as sales manager. Firm, which was established in the fall of 1941, is headed by Joseph Tenenbaum, president, and is located at 18 East 50th St.

Harvey Joins WBAL

ED HARVEY, program director of KDKA, Pittsburgh, has resigned to accept a similar position with WBAL, Baltimore, it was announced last week. James Rock, station manager, will oversee the program department until the vacancy is filled. He will be assisted by Bob Shield, former announcer, now in charge of production.

FRANCE MUSIC Inc., New York, has joined the list of publishers licensing music through BMI, giving this industry-owned licensing organization control of the performance rights of the music of Jean Sablon, Maurice Chevalier, Charles Tremet and other leading French composers. Canadian station licensees of BMI in Quebec and other French-speaking districts will benefit especially by this acquisition, it was reported.

KDKA PITTSBURGH

BEHIND the MIKE

WORTHINGTON MINOR of the CBS production staff has taken over direction of *Report to the Nation*, previously handled by Brewster Morgan, who is on leave of absence as CBS executive producer to serve in the Office of War Information. Morgan's other production assignment, *The Commandos*, has been assumed by Robert Louis Shayon, CBS executive producer.

RENALDA KRAUS, new to radio, has been appointed assistant to the auditor of KWK, St. Louis, handling the sale of War Bonds in a special department recently set up by the station.

MORT STANLEY, parttime announcer of WCBI, Columbus, Miss., has become full-time announcer handling the night shift.

MARIE CHAUNCEY, recently with KWFT, Wichita Falls, Tex., has joined the continuity department of KGNC, Amarillo, Tex. Bob Watson, KGNC special events and sports announcer, left Sept. 5 for the Naval Training School in New Orleans. Virginia Thornton has been appointed receptionist at KGNC.

WALLY SANDACK, newscaster of KSL, Salt Lake City, Utah, was recently appointed state rationing officer under the Office of Price Administration.

WILLIAM ZALKEN will handle publicity for KMOX, St. Louis, replacing C. Cabanne Link, now in the armed forces.

BILL RING, former announcer of KWTO-KGBX, Springfield, Mo., has joined the announcing staff of NBC, Chicago.

LEE OTIS, former news head of WHK-WCLE, Cleveland, has joined the news department of CBS. He will be succeeded in Cleveland by Ray McCoy, assistant news director.

BRENT O. GUNTS, formerly continuity director of WFBR, Baltimore, who volunteered for the Army a year-and-a-half ago, was recently advanced to the rank of a first lieutenant. He is stationed in the public relations division of Camp Pickett, Va.

ED JANNEY, ace sportscaster for the Arizona Network, well known as a western radio personality, has been commissioned a lieutenant in the Army Air Forces communications section, and is training at Miami Beach. Former Standard Oil sports chief for New Mexico and the Mountain States, and former sports and special events director of KGGM, Albuquerque, Mr. Janney had been stationed for the past two years at KOY, Phoenix, key station of Arizona Network.

The Northwest's Best Broadcasting Buy

WTCN

BLUE NETWORK

MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

PREE & PETERS, INC. — Nat. Rep.

Storer Leaves Blue

DOUGLAS F. STORER, head of a radio production organization in New York, has resigned as manager of the BLUE's commercial program department to devote full time to his own business. When the BLUE was set up as an independent network early this year Mr. Storer was invited to assist Phillips Carlin, BLUE vice-president in charge of programs, in organizing the commercial program department and now that the assignment is completed he will again devote all of his time to producing programs and representing talent.

Mr. Storer

VERN HILL, formerly with the Canadian Marconi Co., is now on the announcing staff of CHML, Hamilton, Ont.

ROBERT MABRY of the announcing staff of WCAR, Pontiac, Mich., has been promoted to chief announcer. Stuart Sheill of WTOL, Toledo, O., is a new announcer at WCAR.

BILL MOSHIER of KIRO, Seattle, did his 750th *Farm Forum* program on August 10, his birthday. Helyn Champagne, of WTCN and WLOL, Minneapolis, and KWAL, Wallace, Ida., is in the KIRO publicity dept.

KEN NORDINE has joined the announcing staff of WJNO, West Palm Beach, Fla. Vernon Crawford, WJNO program director, and Irene Fowler, station secretary, have resigned.

MAX ROBINSON, formerly of WHO, Des Moines, and KYSM, Mankato, Minn., has joined the announcing staff of WSBA, York, Pa. Mrs. Mary Nell Kling will be station home economist.

DORIS TIRRELL, Boston organist, has been made music librarian of WEEI, Boston.

DICK TERRY, announcer of KMTR, Hollywood, has resigned and gone to New York. Al Warner, relief announcer, has been placed on fulltime.

WILLIAM RANDOL, producer of CBS, Hollywood, is the father of a boy, James Alexander, born Aug. 23.

LYMAN SMITH, along with other station duties, has been made publicity director of KMTR, Hollywood.

JACK STAFFORD, announcer of KMPC, Beverly Hills, Cal., has joined the Army Air Forces and is awaiting orders. John Dehner, relief announcer, has been placed on fulltime. Owen Babbe, station news editor, has resigned.

LEONARD LEVINSON, Hollywood consultant to the radio bureau, Office of War Information, is the father of a girl born Aug. 27.

BOB STEVENS and Dick Bailey, both new to radio, have joined the announcing staff of WMUR, Manchester, N. H. Bill Hayes is chief announcer, succeeding Art Amadon. Armand R. LaPointe, formerly announcer at WMUR, will be in charge of the continuity department.

ROBERT TREE WEST, formerly with WHOM, Jersey City, is on the announcing staff of WTAR, Norfolk, Va.

GENE D'ACCARDO, former news chief at KTRB, Modesto, Cal., is now an Army aviation cadet in the Bombardier Processing Squadron at Ellington Field, Tex. Warren Cato, KTRB farm editor and announcer, is in Army Intelligence.

CHARLIE WALTERS, new announcer of WBT, Charlotte, became the father of a girl recently.

UNCLE DON CARNEY, who conducts a children's program on WOR, New York, has resumed his matinee appearances with the Hunt Brothers Circus, playing shore towns in New Jersey.

DEAN DICKASON, BLUE Pacific Coast commentator, is now heard on the BLUE's *Weekly War Journal*, in place of Martin Agronsky, NBC and BLUE commentator, speaking from Australia. Dickason now covers the South Pacific and the Far East from the West Coast.

JEAN MacINNIS, formerly executive secretary of the Intercollegiate Broadcasting System, was married Aug. 28 to Lawrence Lader, previously production manager of IBS and now with the Army Signal Corps. The former Miss MacInnis is with the Office of Radio Research.

JIMMIE McKIBBEN, staff writer of KFI-KECA, Los Angeles, has joined the Army Air Forces.

RAY SCHAEFFER, publicity director of WPEN, Philadelphia, has left to join the armed forces.

HOWARD GILBERT, of the public relations staff of the RCA Mfg. Co., Camden, left that company Sept. 1 to join the publicity department of the Pennsylvania Railroad.

GEOFF BROOKS, assistant to Mort Lawrence, all-night announcer of the *Dawn Patrol* record show on WIP, Philadelphia, has left his post to become a freelance radio script writer. Raymond Mullen replaces him.

SHELDON HILLIARD of WSAY, Rochester, N. Y., has joined WJLS, Beckley, W. Va., as assistant program director. Duane A. Nelson, former WJLS announcer, is training to be a radioman in the Army Air Forces.

JOHN FORREST, formerly announcer of KOMO, Seattle, has joined KFI, Los Angeles, in a similar capacity. He replaces Howard Flynn who recently resigned to become a civilian airplane dispatcher at Blythe, Cal.

First-Hand

BECAUSE Government regulations prohibit stations from receiving request numbers by telephone and telegraph, Jack Lescoulie, part-time conductor of *Milkman's Matinee* on WNEW, New York, visits defense plants on his nights off, to check on the favorite music of the night shift workers.

RICHARD DRISCOLL, former free lance writer and now production manager of WBTA, Batavia, N. Y., married Margaret Bigham Sept. 5. Rodger Stebbins, former announcer with WMBO, Auburn, N. Y., has joined the announcing staff of WBTA.

KEN HIGGINS, onetime announcer of KFI-KECA, Los Angeles, has returned to those stations. He succeeds Jim Bannon, who joined KMBC, Kansas City, as announcer.

HARRY BALDWIN, secretary to Jack Benny and also heckler on the comedian's weekly NBC program, has joined the Navy.

DON THOMPSON, producer of NBC, San Francisco, and Grace Cooper, network dramatic actress, were married in that city on Aug. 25.

EDWARD KEANE, is on the announcing staff of WCAP, Asbury Park, N. J.

ERWIN YEO, staff organist of KNX, Hollywood, has joined the Coast Guard.

LOU PLACE, formerly of WWL, New Orleans, has joined KGFJ, Los Angeles, as announcer.

Lots of ways to get to first base without hitting the ball! But only one way to "get to first base" in the $210,867,000 Roanoke-Southwest Virginia league! That's with WDBJ—the only station satisfactorily serving all of the area's 117,000 radio families! Shall we start hitting the ball for you?

ROANOKE WDBJ VIRGINIA

CBS Affiliate . . 960 K.C. 5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC.
Exclusive National Representatives

in the Thick of WAR *Spending*

Represented by SPOT SALES Inc.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

ONE RATE

One low uniform rate for all advertisers is WDRC's 10-year-old policy. The national rate is the same as that paid by the many local accounts who use this station consistently and profitably. WDRC, Hartford, Basic CBS for Connecticut.

CBS

Buffalo's Most Powerful Transmitter Plant

MAKES

WKBW

Buffalo's only

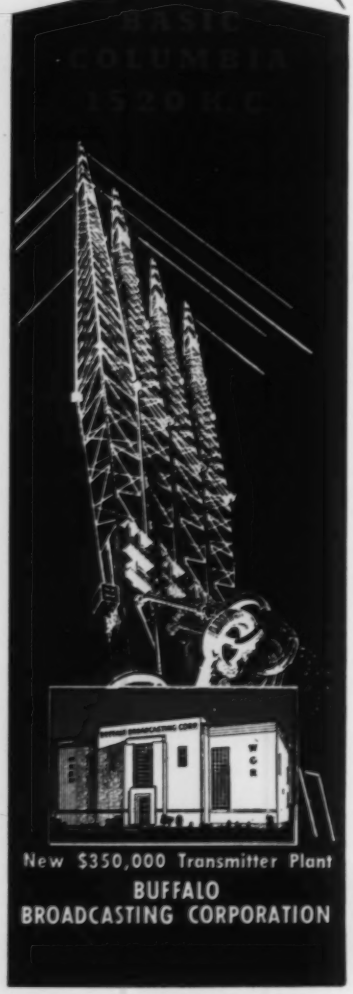
50,000

WATT STATION

Blanketing 11 Eastern Seaboard States

227,000 Square Miles

Over 12,000,000 people



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

MBS Program Session Is Slated at Cleveland

PROGRAM directors of 13 key MBS member and affiliated stations will hold a two-day meeting in Cleveland on Sept. 9-10, according to Adolph Opfinger, MBS network program manager. Session is the regular semi-annual one for mapping the network's fall program schedule. Expected to attend the sessions at the Hotel Cleveland are:

Van C. Newkirk, Don Lee Network; John Tinnea, KWK, St. Louis; George Steffy, Yankee Network; Madeline Ensign, WOL, Washington; Bert Hanauer, WFBR, Baltimore; Herbert Rice, WGR, Buffalo; Clifton Daniel, WOEA, Pittsburgh; Murrary Arnold, WIP, Philadelphia; Syd Cornell, WKRC, Cincinnati; Campbell Ritchie, CKLW, Windsor-Detroit; C. M. Hunter, WHK, Cleveland; Frank Schreiber, WGN, Chicago; Julius F. Seebach, Dave Driscoll, WOR, New York; Adolph Opfinger, Lester Gottlieb, Tom Slater and Andrew Poole of the network staff.

DAVE DAVIDSON, formerly of sales promotion staff of CBS, Hollywood, has joined Warner Bros.-First National Studios as head of radio publicity department. He replaces Ben Cohn who joined the Army.

JAMES EAKIN, announcer of KHJ, Hollywood, has joined the Office of War Information in San Francisco, heading its transcription department.

ROBERT CARMAN, formerly with the *Milwaukee Journal's* trade relations department, is now continuity writer of WTMJ, Milwaukee, succeeding Wendell Palmer who was inducted into the Army.

buy MAINE Strength

WGAN

- COVERING Portland and Maine's major markets . . . a consumer market which has mushroomed in size and is steadily growing . . . where DOLLARS are being spent.
- SERVING the largest potential audience in Maine radio.
- STRONG . . . clear signal . . . day and night.

5000 WATTS—560 KC

CBS

National Representatives
PAUL H. RAYMER CO.

In Maine they tune in
WGAN PORTLAND

CLIFF ROBERTS, announcer and actor formerly with WHA and WIBA, Madison, Wis., has become an announcer of WTMJ-W55M, Milwaukee.

FRED FREELAND, formerly with Studebaker Corp., South Bend, and announcer of WHBC, Canton, O., has joined the announcing staff of WOWO-WGL, Fort Wayne.

FRANK FACENDA, of WPID, Petersburg, Va., is scheduled for induction into the Army Sept. 11.

HAL ZIMMON has joined the announcing staff of WHEB, Portsmouth, N. H.

TOM LIVEZEY, formerly of WIBG, Philadelphia, and WEEU, Reading, Pa., has joined the announcing staff of WCAU, Philadelphia.

FRANK BUTLER, announcer of WCCO, Minneapolis, on Aug. 27 married Pauline Delay of St. Cloud, Minn.

DICK FISHELL, sports director of WHN, New York, was sworn in last week as first lieutenant in the Marine Corps and reports for duty at Quantico Sept. 20.

CHARLES BERRE, Hollywood radio actor, has joined the Navy.

PETER O'CROTTY, of CBS, Hollywood, publicity department, has been named West Coast director of exploitation for the network. Continuing to handle trade relations, he will work under direct supervision of George L. Moskovics, West Coast sales promotion manager.

JESS OPPENHEIM and Bob Weiskopf, writers on the weekly NBC Rudy Vallee Show, have resigned and are awaiting military service call.

NORMAN ROSE, Hollywood radio writer, has joined the Army and reported for officer's training.

BOB ANDERSON, formerly newscaster of KSFO, San Francisco, has joined CBS, Hollywood, in a similar capacity and is currently assigned to the five weekly quarter hour newscast, sponsored by Los Angeles Soap Co., on 14 West Coast stations of that network. Anderson replaces Knox Manning who has joined the Army Air Forces.

JOHN POWER, of the NBC sound effects division, was mate, and Curtis Arnall, leading actor in NBC's *Pepper Young's Family*, was skipper, of Arnall's racing cutter "Deepwater," winner of the City Island Yacht Club regatta Aug. 23. Arnall is vice-commander of the City Island Squadron, Coast Guard Auxiliary.

HIMAN BROWN, CBS director, is directing his first sustaining show for CBS—*Green Valley, U.S.A.*—after 14 years of handling commercial programs.

Meet the LADIES

PATRICIA BURNS KIDDER

A LADIES program with a loyal following in nearby Army camps—and not near Ft. Des Moines—that's what Patricia Burns Kidder of KMYR, Denver, claims for her *Designed for the Ladies*, informal variety participating program.

Miss Kidder attributes her following to the informality of her program. No stage name, and no stage personality hides the lady who, in addition to her feature show, is program director of KMYR. After years as "Aunt Pat" on KTRH, Houston, and "Dorothy Denton", and "Virginia Shaw", Pat decides she would have more fun and more success if she was just herself. Now she follows a maxim, "Never do a radio program as anybody but yourself."

On *Designed for the Ladies*, Pat is herself, and for that matter, Ben Bezoff, her announcer (and KMYR news editor) is himself. They are personal about the news, about their organist Clarence Hopland, about their participating sponsors. They quibble over slacks—Pat in favor, Ben opposed—and about children. Pat, by the way, is married and has a daughter. The program avoids recipes and homemaking, and concentrates on other matters of femine interest.

I'll Lend You My Ears

. . . and I Have Wagged Them by the Uncounted Thousands

• • • • •

STATION DIRECTORS (Attn., real promoters only): You have looked high and low for a low-cost station feature that would pack in the local sponsors. Mine has for years! It has been the top-sponsored local participating program in Chicago. With no original risk to the station, it has given me a 5-figure income and a correspondingly larger one to the station. It produces mail by the thousands of pieces weekly. I welcome inquiries from far-sighted, aggressive sales-minded station directors.

BOX 817, BROADCASTING

Regional in York Begins Operations

WSBA Headed by Kaufman; Dedication Held Sept. 1

WITH a staff of 21 headed by Manager Robert L. Kaufman, the new WSBA, York, Pa., went on the air Sept. 1 with an inaugural devoid of fanfare and keynoted by an address of acting Mayor Harvey Werner.

Studios and transmitter are housed in a new brick structure of Dutch Colonial design on the Susquehanna Trail, a few miles north of York. Transmitter equipment, recorders, turntables and speakers are latest RCA models. WSBA is also using a 240-foot Wincharger tower.

Staff of WSBA

Personnel includes Lew Trenner, from WBAL, Baltimore, and Louis Lang, both on the sales staff; Otis Morse, previously of WORK, York, program director; Max Robinson, formerly of WHO, Des Moines, chief announcer; Herman Stebbins and Mary Nell King, new to radio, farm editor and home economist, respectively; Saralee Deane, from KMBC and WHB, Kansas City, news editor; Neil Robinson, from WATN, Watertown, N. Y., production and continuity writer; C. H. Markey, news reporter; Lloyd Filby, York musician, musical director; Betty Bosserman, receptionist.

Engineering staff headed by Woodrow Eberhard, director, includes Willis Weaver, Jane Trent and M. Hoffman.

WSBA was authorized Dec. 30, 1941, for 1,000 watts daytime on 900 kc. to Susquehanna Broadcasting Co. Company is 100% owned by Louis J. Appell, head of the Pafitzgraff Pottery Co. and the York Poster Adv. Co. and a local banker.

Co-op Plans Spots

COOPERATIVE League of the U. S. A., New York, has appointed Atherton & Currier, New York, to handle a fall radio campaign which will be the first national advertising ever undertaken by the League. Programs, which will probably be transcribed and spotted in cities where the League is active, will dramatize the story of cooperative buying and selling, according to Wallace Campbell, executive secretary of the organization.

Punch of London

"We teach them the three r's—reading, writing and radiolocation.

Red Rock Locals

RED ROCK BOTTLERS Inc., Atlanta (Red Rock Cola), thru its newly appointed agency, H. A. Salzman Inc., New York, is using transcribed one-minute musical announcements, placed thru local bottlers on about 50 stations thruout the country. Spots are aired about 15 times weekly, and contracts, which started in June are for the most part for 52 weeks. About 50 bottlers are using the announcements now, and the firm plans to increase advertising next spring, with all of its 130 bottlers running the commercials in their communities.

Guestitorial

(*Continued from page 28*)

ideas. The "nuts" (oh yea) who spend millions to entertain us and drop in a "Plug-Ugly" here and there in their own behalf, will tell you that.

Mr. "Plug-Uglies" author's very admonition to "we listeners" that "we" can make radio advertising grow up if we protest long and loud enough, is mighty good advice for every radio advertiser.

To date, it seems to me that the itch in our ears rather listens to the scratch of the unusual. And when that scratch ceases to produce that oh-so-good feeling, just you watch "Plug-Uglies" vanish in much the same manner as a snowball in the hot place.

And all this most certainly not to mean that there are no radio advertising noses that could not go for a handkerchief with excellent results—and that "Radio's Plug Uglies" does not have a few legitimate plugs on which to hang a hat.

Rit Dyes Spots

RIT PRODUCTS Corp., Chicago (dyes), has placed 15 to 65 live spot announcements a week to start after Labor Day on WTMJ, Milwaukee; WTAQ, Green Bay; WKBH, La Crosse, Wis.; WIBA, Madison; WHBF, Rock Island, Ill.; WGN WMAQ WLS WJJD WIND WCFL, Chicago. Agency is Earle Ludgin Inc., Chicago.

HAVE YOU SEEN HENRY

The Pole Vaulting Fish?

If not, visit beautiful WAKULLA SPRINGS, 20 miles south of Tallahassee, Florida. See enchanting underwater scenes and thousands of rare fish through the glass bottom boat. Enjoy a boat cruise through primeval Florida jungles. See the new home of underwater photography. Swim in the crystal clear water of the world's largest single spring, and relax in Florida's healthful sunshine.

The Perfect Place to Spend Your Vacation

MODERN LODGE

Write for free booklet and rates: Wakulla Springs Lodge Wakulla, Florida

Buffalo's Most Powerful Transmitter Plant

GIVES

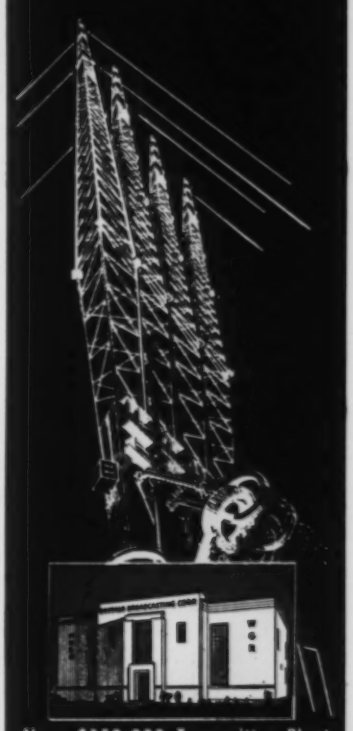
WOR

BUFFALO'S LARGEST REGIONAL COVERAGE

5000 WATTS BY DAY

1000 WATTS DIRECTIONALLY

INTENSIFIED BY NIGHT



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

NOT MUCH WHIZ IN GEE (Ky.)!

Gosh, guys, you can hardly expect a town the size of Gee (Ky.) to be very much of a buying whiz! Especially since 57.5% of Kentucky's total effective buying income is concentrated in the Louisville Trading Area! To reach the quarter of a million radio homes in this $610,000,000 market, WAVE is the only station you need—the lowest-cost-complete-coverage station in this neck of the woods! What more could you want?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

Agencies

CARROLL O'MEARA, Hollywood business manager of Young & Rubicam, is currently in New York for agency conferences on new programs starting in fall.

PAUL RICKENBACHER, formerly Hollywood talent buyer of J. Walter Thompson Co., has joined Young & Rubicam, New York, as aide to Hubbell Robinson Jr., chief talent buyer.

BERGLIETTE BOE, formerly assistant timebuyer of McCann-Erickson, Chicago, on Aug. 31 joined H. W. Kastor & Sons Adv. Co., Chicago, as assistant to George Duram, media director.

THAYER CUMMINGS, copy writer of BBDO, New York, and Charlie Dalton, account executive of the same agency, have resigned to join the armed forces. Cummings has been commissioned a lieutenant in the Navy and Dalton is a first lieutenant in the Army.

ROBERT KING, formerly with the publicity department of J. M. Mathes Inc., New York, has joined the BLUE publicity staff.

MARY DUNLAVEY has resigned from the radio program department of the OWI's New York office to join the timebuying staff of Ruthrauff & Ryan, New York. Miss Dunlavey was timebuyer for Erwin, Wasey prior to her Government position.

LESLIE KATZ, in addition to working in the New York office of his father's agency, Joseph Katz Co., has joined the Intercollegiate Broadcasting System on a part time basis. His job with IBS entails program planning and writing.

JOHN McCORMICK, Hollywood talent agent, is the father of twin girls born Aug. 31.

Cashman To Head Radio For L&T In New York

ED CASHMAN, for the last three years Hollywood producer of Lord & Thomas on the weekly NBC *Kollege of Musical Knowledge* with Kay Kyser, sponsored by American Tobacco Co., has been appointed New York radio director of that agency. He succeeds Karl Schullinger, who has joined the Army Air Forces. Arnold MacQuire has resigned as Hollywood BLUE producer to take over Cashman's former agency duties.

Mr. Cashman

In his new capacity, Cashman will have complete supervision of all agency shows originating from New York. Bob Stephenson, Lord & Thomas producer of the weekly NBC *Bob Hope Show*, sponsored by Pepsodent Co. (toothpowder, paste), has also resigned to join the Army Air Forces as captain and is currently stationed at Stockton Field, Cal. Other major changes in the agency's Hollywood radio department are anticipated.

NAN M. COLLINS has resigned as director of public relations of the Foundation for Clinical & Surgical Research, Philadelphia, to rejoin the Roland G. E. Ullman Agency, that city, as account executive. Miss Collins is a past president of the Philadelphia Club of Advertising Women.

BOB NOVAK, of the production department of Young & Rubicam, New York, will produce and direct New York City's Constitution Day celebration, to be staged at Manhattan Center, Sept. 17 for the benefit of the USO and the Save the Children Federation.

L. F. TRIGGS, formerly assistant account executive on the American Air Lines account for Ruthrauff & Ryan, New York, has been appointed copy director of Cecil & Presbrey, New York.

FRANK McNULTY, of the production department of Kayton-Spiero Adv., New York, has resigned to join Henry J. Kaiser Co.

JOHN WOLCOTT, production man of Ivey & Ellington, Inc., Philadelphia, has joined the Army. William Morris, of the same agency, is now in the Navy. William Sheehy, copywriter, also of Ivey & Ellington, has been commissioned a first lieutenant in the Navy.

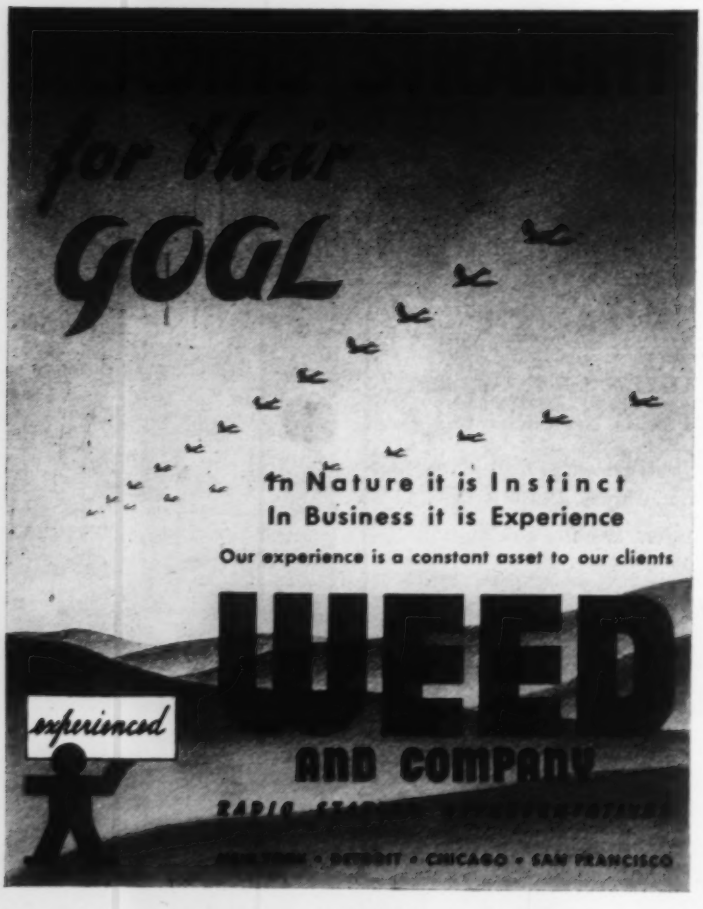
JACK PURVES

HUSKY sandy-haired Jack Purves looks much more like an athlete than the busy radio timebuyer he is at N. W. Ayer & Son in New York. And, in truth, his outside interests prior to entering the advertising agency business in September 1930, as well as currently, have all been tied up with golf, baseball and basketball.

The latter two sports Jack played as a professional back in Philadelphia, his home town. Twelve years ago, after attending local Philadelphia schools, Jack joined Ayer. There he worked into the space-buying and media departments where, he says, he handled "coverage analyses, market studies, records and contracts," supervising the placing of a variety of campaigns in printed media.

In 1940, he was promoted to the radio division of Ayer, appointed to the job of assisting Tom McDermott in buying time. Jack is responsible for the spot radio campaigns of advertisers such as Dr. Hess & Clark (livestock and poultry remedies); Kirkman & Son (soap); J. B. Ford Co. (Wyandotte cleanser); Hills Bros. Coffee; Illinois and Michigan Bell Telephone Cos.; Webster-Eisenlohr (cigars); Clicquot Club Ginger Ale.

Jack is married (to the former Henrietta Harshaw of Philadelphia), lives in Jackson Heights, Long Island, and spends as much time as possible playing golf.



In Southern California . . .

A big, concentrated selling job at surprisingly low rates

Soon 10,000 Watts KMPC

LOS ANGELES ★ 710 KC

Affiliated in management with WJR, Detroit, WGAR, Cleveland.
NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

OCEAN FLYING TOO ROUTINE

Ex-CBC Producer Found More Action in Radio Than In Ferry Command

IAN M. SMITH, former Canadian Broadcasting Corp., producer at Toronto, and at present a navigator for the Atlantic Ferry Command, was in Toronto late in August after bringing with Clyde Pangborn as pilot, one of Britain's four-engined Avro Lancaster bombers to Canada. He reports that he saw more action as a radio producer for the network than he has seen as a navigator in the ferry service. "Things are worked out very fine," he said. "It is almost impossible for things to go wrong".

60 Gallon Margin

He cited a Montreal weather forecaster, recognized as tops in the business, who can tell almost within inches the height of clouds far out over the Atlantic.

"We get the weather from him and then we make our 'flight plan'. The 'flight plan' is broken into 12 zones or divisions and we plot our course from zone to zone. Knowing weather, wind, height of clouds and what's expected, we can figure out if we will have enough gasoline to make the trip. If we have a sufficient margin, we make the trip; if not, we don't" he said.

Here he pointed out that "margin of safety" for Atlantic-spanning aircraft starts where most gasoline ration books leave off. "If there will not be more than 60 gallons of gasoline in the tanks when we arrive in England, we don't leave," he said.

Part of the intricate system of plane delivering is the organization at the other end, Smith added. "They know when we are due and where we are every minute of the flight. Sometimes a stray plane might not know we are due and will come up to investigate. He'll give the 'wink' signal and it's up to us to wink back. If our wink is wrong, then we are in for trouble."

The "winks" are covered in detailed secret orders and change from hour to hour as well as day to day.

Forest Service Thanks Radio for Cooperation

LETTERS expressing appreciation for cooperation accorded the nation-wide Wartime Forest Fire Prevention campaign by broadcasting stations were recently sent to the National Association of Broadcasters and the National Association of Independent Broadcasters by R. F. Hammatt, director of the campaign.

Letters pointed out that of some 800 individual stations contacted, more than 55% indicated their willingness to use prepared transcription material designed to muster public cooperation in preventing fires. Mr. Hammatt thanked broadcasters for their "cooperation, their courtesy, and their helpfulness in behalf of the national welfare." The campaign was sponsored by the Federal and State Forest Services, and was planned by The Advertising Council, Inc.

John Hogan Reports

LARGELY as a result of the interest shown in the cooperative arrangement between WQXR, New York, and *Time* Magazine [BROADCASTING, Aug. 17], John V. L. Hogan, the station's founder and president, will deliver a *Report to Listeners* Sept. 9. In addition to discussing the new techniques for handling programs made possible by the tieup with *Time*, Hogan will talk over station policies and program ideas. Talks may be given on a regular basis, the station resuming its policy of several years ago, when similar informal chats were presented each month.

Studio Notes

WCBI, Columbus, Miss., will carry an extensive radio campaign to promote the Columbus Fair. From 12 to 15 announcements will be run for 21 days and the Fair will use an hour a day for the six days of the fair. Bob McRaney, general manager of WCBI, was chosen by fair officials to direct the annual beauty contest, a highlight of the fair.

KSTP, St. Paul, following the success of its elaborate farm promotion at the Minnesota State Fair, has scheduled a series of personal appearances at county fairs, harvest festivals and community fetes in key points of the State. Appearing on the programs are the *Sunset Valley Barn Dance* and other acts.

KTUL, Tulsa, supplied the talent for the annual State convention of the Independent Retail Grocers Assn. held in Tulsa recently. A three-act play, variety show and "between-the-acts" entertainment starred more than 25 station performers.

WCCO, Minneapolis, recently broadcast part of the commissioning ceremonies of the new naval electrical training school at U of Minnesota. Participating in the ceremonies were Rear Admiral John Downes, commandant of the Ninth naval district, Great Lakes, Ill.; Capt. L. P. Lovette, director of Navy public relations, Lt. Comdr. E. E. Peabody, entertainment officer at Great Lakes, who was in charge of the show; Rear Admiral Randall Jacobs, chief of the Bureau of Naval Personnel, Washington; Capt. E. A. Lofquist, chief of staff to Admiral Downes; Gov. Harold E. Stassen (Lt. Comdr., USNR); Mayor Marvin L. Kline of Minneapolis; Mayor John J. McDonough of St. Paul, Pres. Walter C. Coffey of the university.

PERFECTION FOODS Co., Battle Creek, Mich., trading as the Standard Kennel Food Co., engaged in selling dry dog food preparations has stipulated with the Federal Trade Commission to cease certain representations in its advertising. Stipulation was also entered by Strand Adv. Agency, Battle Creek, representing the account.

The "speaker's platform" for men with new ideas

The business executives whose ideas have been expressed through PRINTERS' INK during this year would make four-star "box office" names on any convention program. They are men who have distinguished themselves in management, advertising agency counsel, sales, radio research, merchandising and many other phases of business.

When important men regard PRINTERS' INK as a forceful magazine to advance their own ideas, no wonder so many others of like standing accept this publication as the richest single source of new ideas.

Stellar attractions, stellar audience . . . a perfect setting for your station "commercial." Try it.

PRINTERS' INK

The Weekly Magazine of Advertising, Management and Sales

185 MADISON AVENUE • NEW YORK, N. Y.

Radio networks and stations using Printers' Ink during the first eight months of 1942

BLUE NETWORK CO., INC.
BUFFALO BROADCASTING CO.
COLUMBIA BROADCASTING SYSTEM
COLUMBIA PACIFIC NETWORK
COWLES STATIONS
DON LEE BROADCASTING SYSTEM
MUTUAL BROADCASTING CO.
NATIONAL BROADCASTING CO.
N.B.C. SPOT AND LOCAL SALES
WESTINGHOUSE RADIO STATIONS
YANKEE NETWORK
KDKA, PITTSBURGH
KFEL, DENVER
KMOX, ST. LOUIS
KNX, LOS ANGELES
KRNT, DES MOINES
KSO, DES MOINES
KYW, PHILADELPHIA
WABC, NEW YORK
WBBM, CHICAGO
WBT, CHARLOTTE
WBZ-WBZA, BOSTON
WCAE, PITTSBURGH
WCAU, PHILADELPHIA
WCCO, MINNEAPOLIS
WCOP, BOSTON
WDRC, HARTFORD
WDZ, TUSCOLA
WEAF, NEW YORK
WEEI, BOSTON
WEVD, NEW YORK
WFIL, PHILADELPHIA
WGAR, CLEVELAND
WGL, FORT WAYNE
WGN, CHICAGO
WGR, BUFFALO
WGY, SCHENECTADY
WHEC, ROCHESTER
WHK, CLEVELAND
WHO, DES MOINES
WJR, DETROIT
WJSV, WASHINGTON
WJZ, NEW YORK
WKBW, BUFFALO
WLIB, NEW YORK
WLS, CHICAGO
WMBD, PEORIA
WMC, MEMPHIS
WMT, CEDAR RAPIDS-WATERLOO
WNAX, SIOUX CITY-YANKTON
WOR, NEW YORK
WORL, BOSTON
WOW, OMAHA
WOWO, FORT WAYNE
WRNL, RICHMOND
WSGN, BIRMINGHAM
WSM, NASHVILLE
WTAM, CLEVELAND
WTAR, NORFOLK
WWL, NEW ORLEANS

UNITED PRESS OPENS FALL GRID SERIES

UNITED PRESS last week launched its 1942 football service to its domestic radio clients by sending them the first of a series of 13 weekly programs titled *Your Football Prophet*. Written by Ralph Palmer, head of the UP radio sports staff, the quarter-hour series will be made available for broadcasting on Thursday nights.

The first three programs will consist of pre-season dope about players and coaches in the college, professional and service teams. During the football season the program will pick the winners of some 50 to 60 top games each week.

Stations have reported considerable sponsor interest in the series, according to UP, which stated that several advertisers who shared in the credit of last year's Palmer record, naming the winners in more than 78% of the contests covered, have again signed up the program for another season.

In addition to the *Football Prophet* series, UP has announced that it will continue its regular football coverage for radio, including scores on more than 200 games each week, period scores on all major contests and period summaries on the 10 biggest games each week, stories on the results of all big games and two Saturday evening football roundups.

WLS, Chicago, broadcast the *National Barn Dance* on Aug. 22 from the Wisconsin State Fair before a crowd of 12,500, a record for attendance at any event of the fair.

IT'S A WBIG JOB

THE MAGIC CIRCLE

WBIG features NEWS, with complete Associated Press and Transradio service, augmented by local and regional reporters.

A Columbia Broadcasting System Affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP.

It Happened
TEN YEARS AGO THIS MONTH
From the 1932 files of BROADCASTING

FORMATION of the Amalgamated Broadcasting System Inc., a "creative radio program organization" designed to produce programs in the Broadway tradition for advertising agencies, networks and independent stations, was announced Sept. 23. Ed Wynn, celebrated comedian now being featured in the Texaco *Fire Chief* programs over NBC, is president; Arthur Hopkins, Broadway producer, director of production; Ota Gygi and T. W. Richardson, directors.

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WITH THE repeal by the Eastern Intercollegiate Football Assn. of the ban it previously had invoked on the broadcasting of major football games this season, virtually all colleges and universities are now empowered to make their own decisions whether games played on their home gridirons shall be broadcast.

•

STARTING with 50,000 watts, but proposing to increase gradually to 150,000 watts, Norman T. Baker's new station in Mexico, which will be known as XENT, expects to go on the air early in October at Nuevo Laredo, Mexico, operating on 1115 kc., or midchannel between the clear channel of 1110 kc. used by WRVA, Richmond, and the Canadian-shared channel of 1120 kc. used by various American and Canadian regional stations.

•

THE COURT of Appeals for the District of Columbia on Sept. 16 granted the petitions of KOIL, Council Bluffs-Omaha, and of WAAW and WOW, Omaha, for a stay order restraining the Federal Radio Commission from making effective its decision authorizing Station KICK to move from Red Oak, Ia., to Carter Lake, Ia., suburb of Omaha. All three stations pleaded that they would be adversely affected and that the move violated the law and the Commission's regulations. The Commission was also granted a 30-day extension to Oct. 29 for filing its brief in the appeal of WOQ, Kansas City, from an order deleting it.

•

DON LEE has purchased the remaining 49% of KDB, Santa Barbara, thus acquiring full control of that station along with KFRC, San Francisco; KHJ, Los Angeles, and KGB, San Diego, all units of the Don Lee-CBS chain.

•

MANAGEMENT of KOIN, Portland, Ore., has purchased KTBR, in the same city, and will change its call letters to KALE. The station uses 500 watts on 1300 kc., and will carry CBS sustaining features which KOIN cannot handle.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

EDWARD KLAUBER, first vice-president of CBS, who was confined to his bed last month following a heart attack, sailed Sept. 24 from New York on the *S. S. Saturnia* for a Mediterranean cruise.

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FRED BATE, since 1919 associated with the Reparations Commission which drafted the Young Plan, and for the last two years with an American banking house in Paris, has been appointed European representative of NBC, sailing Sept. 20 for London, where he will set up headquarters.

•

ROY S. DURSTINE, vice-president and general manager of BBDO, New York, and Miss Virginia Gardiner, singer frequently heard on NBC, were married in New York on Aug. 30 and planned to sail for Europe on a wedding trip.

•

LESLIE BOWMAN, former assistant director of CBS field operations in New York, has been appointed chief engineer of WJSV, Alexandria, Va., the newly rebuilt CBS station opposite Washington, which is scheduled to go on the air Oct. 20.

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LAWRENCE McDOWELL, chief technician of KFOX, Long Beach, Cal., for the last eight years, has been appointed assistant manager.

•

PETER GRANT, who obtained a law degree and was admitted to the Missouri Bar before he decided he would rather have a radio career, has joined the announcing staff of WLW, Cincinnati.

•

WILLIAM FAY, general manager, and Lewis Stark, continuity editor and announcer, both of WHAM, Rochester, recently became the fathers of girls, Julie Anne and Mary Althea, respectively.

•

BOND GEDDES, for the last five years an official of the Radio Manufacturers Assn., has been promoted to executive vice-president and general manager as part of a general reorganization.

•

LEW FROST, production manager of NBC, San Francisco, has been appointed program manager succeeding Thomas H. Hutchinson, resigned.

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J. H. DeWITT has been named chief engineer of WSM, Nashville.

•

JAMES W. BALDWIN, secretary of the Federal Radio Commission, and Mrs. Baldwin are parents of a daughter, Carol Ann, born Sept. 4.

•

RICHARD C. PATTERSON, former Commissioner of Correction of New York City, has been appointed executive vice-president of NBC, succeeding George F. McClelland, who has been designated assistant to M. H. Aylesworth, president of both NBC and RKO. Mr. Patterson assumes his new duties Oct. 1.

•

MANTLE LAMP Co. of America, Chicago (Aladdin Lamps), is sponsoring weekly programs featuring Smilin' Ed McConnell on various stations.

BEST GUESSER among Pacific Coast agency executives on the total ticket requests received for San Francisco origination of the five weekly BLUE *Breakfast at Sardi's* program, was given congratulations and an RCA personalized radio by that network. Congratulators and winner are (l to r): Gene Grant, network account executive; Bruce Elliott, executive of Tomaschke-Elliott, Oakland, (Cal.) agency and winner, whose 22,500 guess approximated the 20,167 total; W. B. Ryan, manager of KGO, San Francisco. Program is cooperatively sponsored by six firms on the West Coast.

The Other Fellow's Viewpoint

No Complaint!

EDITOR, BROADCASTING:

KROS in Clinton, Ia., ceased to identify the talent on records and transcriptions on the day that Petrillo's order became effective, preventing the members of the AFM from making recordings. Since that time only the titles and featured singers have been announced, providing the singer is not a member of the orchestra. That the public is interested in the music rather than the artist is proved by the fact that there has not been a single comment on the change.

KROS believes that if this practice were made general, and the radio industry would cease to give to orchestras, band leaders, and soloists the millions of dollars worth of free complimentary blurbs in the introduction of recorded or transcribed numbers, the membership of AFM would see the resulting decrease in their earning capacities, and would fight the Petrillo edict with even more vigor than the radio industry.

Can't they see that they are killing the goose that laid the golden egg. They should remember the ASCAP experience.

MORGAN SEXTON,
General Manager,
KROS, Clinton, Ia., Aug. 28.

AMERICAN AIRCRAFT Institute Chicago (correspondence school), has started a late evening quarter-hour newscast thrice-weekly on WBBM, Chicago. M. A. Ring & Co., Chicago, is agency.

KOMA 5000 Watts
OKLAHOMA CITY'S CBS station
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Lorillard's Plans For N. Y. Football

Giant Games, Home and Away, Sponsored for Old Golds

P. LORILLARD Co., New York (Old Golds), will sponsor all the home and away games of the professional New York Giants football team, on WHN, New York, starting with the New York-Washington game Sept. 27.

Continuing at the microphone as sportscaster, will be Red Barber, currently covering the Dodgers baseball games for the same sponsor on WHN. Barber will travel with the Giants for out-of-town games, airing the play-by-play via special wire to the station.

Schedule of Games

Schedule for the games is: Sept. 27, New York at Washington; Oct. 4, New York at Pittsburgh; Oct. 11, Philadelphia at New York; Oct. 18, New York at Chicago; Oct. 25, New York at Brooklyn; Nov. 1, Pittsburgh at New York; Nov. 8, New York at Philadelphia; Nov. 15, Washington at New York; Nov. 22, Green Bay at New York; Nov. 29, Chicago at New York; and Dec. 6, Brooklyn at New York. J. Walter Thompson Co., New York, handles the account.

Pabst Sales Co., Chicago, is sponsoring all games of the Brooklyn Dodgers on WOR, New York, in addition to the games of six other teams of the National Professional Football League on 10 stations in various parts of the country [BROADCASTING, Aug. 24]. Lord & Thomas, Chicago, is agency for Pabst.

Shortwave Programs

FOLLOWING requests of overseas servicemen for more dance music, Hollywood and sports news and news of the war, the English section of the NBC International Division will augment its shortwave schedule to include more of this type of material. In addition to rebroadcasts of the popular network programs, the fall program will include *Service Serenade* for troops in the British Isles; *Caribbean Caravan* for men in the Caribbean, and *Down Beat Down Under* for Australia and New Zealand.

Alexander Back

A. L. ALEXANDER returns to WHN, New York, for his fourth year as conductor of *Mediation Board*. Listeners are invited to appear before the microphone and present their personal problems to a board of prominent personages who attempt to give advice leading to better adjustments. The board changes each week and is made up of people from various fields who volunteer their services.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on Oct. 3 renews for the tenth year *The National Barn Dance*. Program is heard on 68 NBC stations, Saturdays, 9-9:30 p.m. Wade Adv. Agency, Chicago, is the agency.

LABOR MEDIATION merited Samuel R. Zack (left), an Ohio State U first award for his *Labor Arbitration* series each Sunday night on WMCA, New York, making the second time the labor program has been so honored. *Labor Arbitration* actually mediates on labor disputes and its decisions have been directly responsible in the settlement of many strikes. Presenting the scroll to Zack is Walter Craig, program director of WMCA, while General Manager Don Shaw looks on.

Baseball Audience

EVEN during weekday afternoons the audience for baseball broadcasts is predominantly masculine, according to a door-to-door coincidental survey conducted by the Pulse of New York, that organization reports. Findings showed that the weekday afternoon listeners were 61% of the total, rising to 63% on Saturday and 64% on Sunday afternoons. In the evenings, surprisingly enough, only 53% of the baseball broadcast listeners were men. An age breakdown shows the vast majority of listeners in the over-30 group, possibly because of the effect of Selective Service on the 20-to-30-year-olds.

Swan Series on NBC

LEVER BROS., Cambridge, Mass., will definitely continue *Tommy Riggs & Betty Lou* on the air, and is scheduled to start the show on NBC, Oct. 9, in the Friday, 7:30-8 p.m. period for Swan Soap. A line-up of 125 stations will probably be used. Series was launched on CBS in July as a 13-week summer replacement for Burns & Allen. Burns & Allen return their show to CBS Oct. 6 in their former period, 9-9:30 p.m., also advertising Swan Soap. Young & Rubicam handles the account.

Farm Placements

DE KALB AGRICULTURAL ASSN., De Kalb, Ill. (hybrid seed corn), has started sponsorship for 13 weeks of five-minute early morning farm news programs from communities in Illinois, Indiana, Wisconsin and Michigan, by Lloyd (Doc) Burlingham, five days a week on WLS, Chicago. Information on bettering crop production and livestock raising methods is included on the program. Agency is Western Adv. Agency, Racine, Wis. The Pure Milk Assn., Chicago (dairy formers' association), has started sponsorship for 52 weeks of a similar program by Mr. Burlingham three days a week at noon on WLS. Agency is Presba, Fellers & Presba, Chicago.

Cleaner Spots

NACTO CLEANER Corp., New York, a newcomer to radio, last week launched a campaign on WJZ, New York. Nacto is participating twice-weekly in *The Woman of Tomorrow*, with Nancy Booth Craig, for a 13-week period. R. T. O'Connell Co., New York, handles the account.

Petri Wine Spots

PETRI WINES, San Francisco wines), recently started a concentrated Fall campaign of transcribed spot announcements using approximately 60 a week on WCFL, Chicago, and a total of a hundred spots a week on KFRC and KQW, San Francisco. Agency is Erwin, Wasey & Co., San Francisco.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

**Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE
FOR DEFENSE Buy U.S. Bonds Today!

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Ft. Worth

Interstate Cotton Oil Refining Co., Sherman, Texas (Mrs. Tucker's Shortening), 3 *sp* weekly, thru Cook Advertising Agency, Dallas.
Purina Mills, St. Louis, Mo. (Purina Feeds), 3 *sp* weekly, thru Gardner Advertising Co., St. Louis.
Lever Brothers Co., Cambridge (Swan Soap), 1 *sa* weekly, thru Young & Rubicam, N. Y.
Grove Labs. Inc., St. Louis (Bromo Quinine), 5 *sp* weekly, thru Russel M. Seeds Co., Chicago.
Penick and Ford Inc., New York (syrup), thru J. Walter Thompson Co., N. Y.
Davis Hat Co., Dallas (Davis Hats) 2 *sp* weekly, thru Grant Advertising, Dallas.
Studebaker Corp., South Bend (Studebaker Cars and Service), 2 *sp* weekly, thru Roche, Williams and Cunnyngham Inc., Chicago.
McKesson & Robbins, Bridgeport (Bexel), 5 *sp* weekly, thru J. D. Tarcher Adv. Co., N. Y.
Beaumont Labs., St. Louis (4-Way Cold Tablets), 5 *sp* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Mrs. Baird's Bakery, Fort Worth, 15 *sa* weekly, thru Tracy-Locke-Dawson, Dallas.
Interstate Lumber Co., Dallas (Building Materials), 6 *sa* weekly, direct.
Interstate Circuit Inc., Dallas (Interstate Theaters), 2 *sp* weekly, direct.

WGAR, Cleveland

Ohio Bell Telephone Co., Cleveland, 6 *sa* weekly, 26 weeks, direct.
Marlin Firearms Co., New Haven, 6 *sa* weekly, 13 weeks, thru Craven & Hedrick, N. Y.
Lever Bros., Cambridge (Rinso), 10 *sa* weekly, 4 weeks, thru Ruthrauff & Ryan, N. Y.
I. J. Fox, New York (furs), 7 *sa* weekly, thru Foley Adv., Cleveland.
G. E. Conkey Co., Chicago (Y O Dog Food), 2 *sa* weekly, 52 weeks, thru Rogers & Smith, Chicago.
Studebaker Corp., South Bend, 2 *sp* weekly, 5 weeks, thru Roche, Williams & Cunnyngham, Chicago.
General Foods, New York (Post Toasties), 1 *sp* weekly, 8 weeks, thru Benton & Bowles, N. Y.

WCBI, Columbus, Miss.

Purina Mills, St. Louis, 3 *sp* weekly, thru Gardner Adv. Co., St. Louis.
Dr. Pepper Bottling Co., Dallas, 30 *sa*, 4 weeks, thru Tracy-Locke-Dawson, Dallas.

WHBF, Rock Island, Ill.

Lever Brothers Co., Cambridge (Rinso), 20 *ta* weekly, 6 weeks, thru Ruthrauff & Ryan, N. Y.
International Milling Co., Minneapolis (Robin Hood flour), 18 *ta* weekly, 3 weeks, direct.
Illinois Bell Telephone Co., 15 *sa* weekly, 4 weeks, thru N. W. Ayer & Son, N. Y.
Rit Products Corp., Chicago (dyes), 10 *ta* weekly, 14 weeks, thru Earle Ludgin, Chicago.
Manhattan Soap Co., New York (Sweetheart soap), 6 *ta* weekly, 12 weeks, thru Franklin Bruck, N. Y.
American Cigarette & Cigar Co., New York (Pall Mall cigarettes), 33 *ta* weekly, 7 weeks, thru Ruthrauff & Ryan, N. Y.
Carter Products, New York (liver pills), 5 *ta* weekly, 52 weeks, thru Ted Bates, N. Y.
Carter Products, New York (Arrid), 3 *ta* weekly, 52 weeks, thru Ted Bates, N. Y.

WOWK-WGL, Ft. Wayne

Indiana Bell Telephone Co., Indianapolis, 28 *sa*, direct.
Manhattan Soap Co., New York (Sweetheart), 78 *ne*, thru Franklin Bruck, N. Y.
Grove Labs., St. Louis (Bromo Quinine), 66 *ne*, thru Russel M. Seeds, Chicago.
Kellogg Co., Battle Creek (All-Bran), 79 *ta*, thru Kenyon Eckhardt, N. Y.
Foley & Co., Chicago (home remedies), 65 *sp*, thru Lauresen & Salomon, Chicago.
Ringling Bros. & Barnum & Bailey Shows, New York, 15 *sa*, direct.

KFI, Los Angeles

O'Brien Candy Co., San Jose, Cal. (candy), weekly *sa*, thru Brisacher, Davis & Staff, San Francisco.
O'Keefe & Merritt Co., Los Angeles (gas stoves), 3 *ne* weekly, thru Richard B. Atchison Adv., Los Angeles.
Nassour Bros., Los Angeles (42 products), 2 *sp* weekly, thru Milton Weinberg Adv. Co., Los Angeles.

KECA, Los Angeles

Golden Age Corp., Los Angeles (macaroni), 28 *ta* weekly, thru Brisacher, Davis & Staff, Los Angeles.
Western Federal Savings & Loan Assn., Los Angeles (investments), weekly *t*, J. Elwood Robinson Adv., Los Angeles.

WRC, Washington

Chesapeake & Potomac Telephone Co., Washington, 21 *sa*, thru Kaufman, Washington.
General Baking Co., New York (Bond Bread), 24 *sa*, 4 weeks, thru Ivey & Ellington, Philadelphia.

KHJ, Hollywood

Golden State Co., San Francisco (Golden V milk), 50 *ta*, thru Ruthrauff & Ryan, San Francisco.
Sunny Sally Vegetable Growers, Vernon, Cal. (salad vegetables), 5 *sp* weekly, thru Tyler T. Smith Adv., Hollywood.

KNX, Hollywood

Campbell Cereal Co., Northfield, Minn. (Ma-t-O-Meal), 2 *sp* weekly, thru H. W. Kastor & Sons, Chicago.
Beaumont Labs., St. Louis (4-Way cold tablets), 2 *sp* weekly, thru H. W. Kastor & Sons, Chicago.
General Foods Corp., New York (Birds Eye frozen foods), 6 *sp* weekly, thru Young & Rubicam, N. Y.
Vick Chemical Co., Greensboro, N. C. (Voratone, Vaporub, Vatronal), 3 *sp* weekly, thru Morse International, N. Y.
Quaker Oats Co., Chicago (pancake flour), 6 *t* weekly, thru Sherman K. Ellis & Co., Chicago.

TED COLLINS FIRST TO RECEIVE SCROLL

TED COLLINS, producer of Kate Smith's broadcasts on CBS, will receive a scroll in recognition of "his efforts through his radio program to inspire the American public with the will to win the war," from the We Will Win the War Committee of the American War Heroes Foundation, New York.

Collins will receive the award from Hon. James J. Gerard, former ambassador to Germany, and honorary chairman of the Committee, when the latter returns to the city at an undetermined date.

Collins is the first person to be honored by the committee, which will select each month a person who is making a valuable contribution to the war effort. The group is headed by George Fecke, national director, and includes in its membership the governors of 21 States.

Kate Smith, songstress, is sponsored on CBS Monday thru Friday by General Foods Corp., New York, for Swansdown Cake Flour and Calumet, and on the same network in a Friday evening show previously aired for Grape Nuts, and resuming Sept. 18 for Jell-O. Young & Rubicam, New York, handles the account.

Seventh 'Charm' Season

GENERAL ELECTRIC Co. Schenectady, entered its seventh season as sponsor for the *Hour of Charm* on NBC with the Sept. 6 program, which also marked the 300th broadcast of the show. Agencies are BBDO, New York, and Foster & Davies, Cleveland.

NEW RATING CHART IN HOOPER REPORT

A CHART of "Maximum Expected Statistical Variations in Ratings", designed to determine the amount by which one rating on a program must differ from another in order to indicate a definite change in audience size, is included in the Aug. 8-14 report of national program ratings issued by C. E. Hooper, Inc.

The accompanying explanation points out that in addition to "popularity" a program's rating may be affected by the influence of contemporary events, weather conditions, changes in programming preceding and following the program measured, seasonal differences in listener interest, variations in number of programs of the same type as the one studied and "chance" variation inherent in every figure produced by a sampling operation.

Chart shows the maximum plus or minus variations for any rating which may be expected to occur without reflecting any real change in the size of the program's listening audience.

WAGA Agrees With FTC To Drop Certain Claims

A STIPULATION has been entered by WAGA, Atlanta, with the Federal Trade Commission to cease certain representations regarding the station's transmittal facilities and power, the FTC announced last week.

The announcement declared that the "Liberty Broadcasting Corp. operating radio station WAGA, Atlanta, engaged in selling the use of its radio transmittal facilities and power, stipulated with the Federal Trade Commission to cease representing that WAGA has more listeners in Atlanta than any other radio station or that, when operating as authorized in its construction permit, it can be heard without interference over the entire State of Georgia; or misrepresenting through exaggeration the number of prospective purchasers who listen to the station". Under procedure of the FTC, any complaints entered by that agency are dropped upon entrance of a stipulation.

HARRY M. DITTMAN, head of Dittman Adv. Agency, Philadelphia, has been appointed member of the executive committee of the Consumer's Protective Committee, which is part of the Philadelphia Council of Defense.

Oregon's highest power station.

Reps.—Joseph Hershey McGillvra—1000 Watts, 750 Kc. Adv.

We have complete coverage too, in the Z net.

New York-Chicago Reps.—The Walker Company Adv.

Radio Advertisers

VAL VITA FOOD PRODUCTS Inc., Fullerton, Cal. (food packers), faced with a shortage of fruit pickers, in a three-day campaign ending Aug. 28, used a series of 13 spot announcements on KFWB, Hollywood, to fill the quota.

CALIFORNIA AIRCRAFT INSTITUTE, Los Angeles (technical school), on Aug. 26 started sponsoring a nightly quarter-hour sports program titled *Sport Front* on KFWB, Hollywood. Contract is for 13 weeks, with Bruce Jordan as sportscaster. Agency is Hillman-Shane-Breyer Inc., Los Angeles.

CALIFORNIA GROWN SUGAR Group, San Francisco (beet sugar), in a 13-week campaign which started Aug. 24 is using daily participation in *Polly Patterson's Pantry* on KFAC, Los Angeles. Agency is McCann-Erickson Inc., San Francisco. Arden Farms Co., Los Angeles (Arden-ett ice cream), through Productive Adv. Agency, that city, is also using a similar schedule on that program. Latter contract is for 13 weeks, having started Aug. 28.

GOOD FOODS Inc., Minneapolis (Skippy peanut butter), has started *Skippy Hollywood Theater*, weekly transcribed program starring movie and radio celebrities, on WOW, Omaha. Agency is Campbell-Mithun, Minneapolis.

DR. A. W. CHASE MEDICINE Co., Ltd., Oakville, Ont. (proprietary), has renewed spot announcement campaign on CHSJ, St. John, N. B.; CKAC, Montreal; CKLW, Windsor, Ont. Account was placed by Ardiel Adv. Agency, Oakville, Ont.

SEABOARD FINANCE Co., Los Angeles (finance), with local office tie-in, on Aug. 31 started sponsoring a thrice-weekly quarter-hour newscast on KPO, San Francisco. Contract is for 52 weeks. Agency is Smith & Bull Adv., Los Angeles.

DAITCH DAIRY STORES, New York, will launch a twice-weekly news program on WEVD, New York, featuring Joshua S. Epstein, commentator, in Jewish news in English, starting Sept. 8. Business was placed direct.

BARNEY'S CLOTHING STORE, New York, will sponsor Hans Jacob, news analyst, thrice-weekly on WOV, New York, starting Sept. 14. Firm is currently airing announcements on WAAT, Jersey City, WHN and WINS, New York, and recently renewed for another 52 weeks with WNEW, New York, for announcements and musical programs. Agency is Emil Mogul Co., New York.

"Mom, do I have to listen to every soap opera on WFDF Flint Michigan?"

Carter Serial

CARTER PRODUCTS Inc., New York, will start a spot radio campaign for Carter's Little Liver Pills on the Pacific Coast on Oct. 5, using a five-day-a-week transcribed serial program, *Judy & Jane*, on seven stations which are currently being lined up by Ted Bates, New York, agency in charge of the account.

AGENCY Appointments

NU-NAP PROCESS and Bestway Shine Removing Co., New York, to H. W. Fairfax Adv. Agency, New York. Radio, newspapers and car cards to be used.

SWIFT & Co., Chicago (ice cream), to Needham, Louis & Brorby, Chicago. Maurice H. Needham, account executive. Media not announced.

GORDON FENNELL Co. (K. A. Soup-er-Mix and other dehydrated foods), Cedar Rapids, Ia., to Irwin Vladimir & Co., New York, for advertising abroad. Media not announced.

URBANA WINE Co., Urbana, N. Y., and Kemp & Lane Inc., LeRoy, N. Y., to Hutchins Advertising Co., Rochester. Media not announced.

RED ROCK BOTTLERS Inc., Atlanta, Ga. (Red Rock Cola), to H. A. Salmon Inc., N. Y. Newspapers, magazines, radio.

ARONSON-CAPLIN Co., N. Y. (underwear), to Grey Adv., N. Y. Magazine, trade paper, radio.

MAJOR VITAMINS Inc., N. Y. (Vitamin products), to Grey Adv., N. Y. Magazine, trade papers, radio.

ADAM SCHEIDT BREWING Co., Norristown, Pa., to Lawrence I. Everling, Philadelphia.

HEALTH FOOD PRODUCTS Inc., New York, to J. R. Kupsick Adv. Agency, N. Y.

Canada Will Use Spots In Insurance Campaign

CANADIAN DEPT. of finance starts on Sept. 7 a three-week paid spot announcement campaign on alternating stations to acquaint the Canadians on War Risk Insurance which goes into effect on that day. Under legislation passed early this summer the Canadian government will pay war risk insurance on property up to $3,000 and on chattels up to $1,200. There are 15 one minute announcements in the series and they will run once daily. The account was placed by the Advertising Agencies of Canada. It is the second Department of Finance paid program on the air at present, the other, for War Saving Certificates, being a network daily show, *They Tell Me*. Another campaign for the department is expected to start later this month for Victory Loan drive.

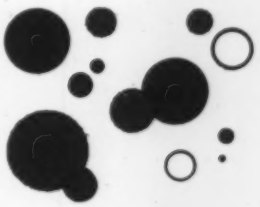
Ample Hydro and Low-Cost Coal Energy

THERE are forty light and power distributing companies in Nova Scotia, deriving their energy from the numerous power-sites of the Province, which actually develop a total of 407,426 H.P. These power-sites which are well distributed, are all owned by the Crown and are being developed either directly by the Nova Scotia Power Commission or by private companies operating under lease.

As a result of these extensive power developments, electric light and power are available in practically every country district at moderate rates. Large quantities of low-grade coals are also accessible, although not now being mined, for the development of further electrical energy when the demand arises.

Facilities for prompt communication are afforded by modernly equipped telephone and telegraph systems extending throughout the Province. Investigate!

NOVA SCOTIA
Radio Broadcasting Station
CHNS
HALIFAX, NOVA SCOTIA, CANADA
USA Rep. ● Jos. Weed & Co. ● New York City



When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

In Salt Lake City most people just naturally turn to their only NBC outlet...

KDYL

The POPULAR Station
Salt Lake City

JOHN BLAIR & COMPANY
National Representatives

UTAH'S ONLY NBC STATION

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

The Twin Port Cities of
DULUTH-SUPERIOR
BUY 79% MORE CLOTHES
than the whole State of
WYOMING!
KDAL
Duluth, Minnesota

EXTRA BASE HITS with WCHS CHARLESTON W. VA.
5,000 WATTS
On 580 · CBS

There's "sock" in 5KW on our 580 kc frequency —equal to over a million watts at the other end of the dial.
WIBW The Voice of Kansas in TOPEKA

U. S. Sponsors Pushing Latin Markets

Long Range Campaigns Used to Keep Name In Public Eye

AGGRESSIVE RADIO campaigns in the Latin American markets are being carried on by American advertisers, according to R. C. Le Bret, president of Export Adv. Agency, Chicago. Although there are distribution difficulties in getting transportation, the U. S. firms are planning long range campaigns to keep the names of their products before the Latin American consumers. In many cases the copy has been written in cooperation with the Office of Coordinator of Inter-American Affairs.

"Sometimes a dealer's shelves may be empty for four, five or more weeks down there, but the sponsors continue with their radio programs and you see the good results when new supplies arrive in the stores," Mr. Le Bret pointed out.

Disc Music Popular

Because long series of spot announcements may be scheduled for 15 or 20 minutes at a time instead of between programs, the U. S. advertisers have found complete programs of good transcribed music produced in the United States win the listeners. Any music but hot jazz has their approval, Mr. Le Bret remarked, but popular song hits recorded by Latin orchestras in New York are the favorites.

Current leading program in popularity, judging from letters and comments is a weekly quarter-hour script program of Hollywood gossip written by a South American living in Los Angeles, Mr. Le Bret said. The program, sponsored by George W. Luft Co., New York (Tangee cosmetics), is handled by local announcers on each station and copy is sent by airmail each week.

It is broadcast in 16 countries, in Colombia on HJAN and HJAB, Barranquilla; HJCX, Bogota; HJ7ABB, Bucaramanga; HJEB and HJED, Cali; HJBB and HJBC, Cucuta; HJDK and HJDE, Medellin; HJAH, Pasto; HJFA, Pereira; Radio Colonial, Popayan. In Argentina on LRI, Buenos Aires. In Chile on CB57, Santiago, and CB90, Valparaiso. In Costa Rica on TIGPH, San Jose.

In Cuba on RHC-Cadena Azul, Havana. In the Dominican Republic, HIZ, Ciudad Trujillo; in Ecuador, HC2AJ-HC2AK, Guayaquil, HCJB and HCQR, Quito; in Guatemala, TGW, Guatemala City; in Honduras, RHN, Tegucigalpa; in Mexico, XEW, Mexico City; in Panama on HP5A-HOC, Panama City; in Peru, OAX4A and OAX4Z, Lima; in Puerto Rico, WKAQ, San Juan; in Uruguay, Radio Femenina, Montevideo; in Venezuela, YV5RA-YV5RN, YV5RL, YV5RW and YVIRA, Caracas.

Campbell Soup Drive

Another U. S. company which has recently expanded their advertising schedules in South America through the Export Adv. Agency is Campbell Soup Co., Camden (condensed soups), sponsoring quarter-hour twice weekly transcribed music and talks on nutrition on RHC, Havana, and WPAB, Ponce, and WIAC, San Juan, Puerto Rico.

Wintersmith Chemical Co., Louisville (malaria cure), advertises on five-minute and quarter-hour transcribed musical programs four or five times weekly in Colombia on HJFH-HJFM, Armenia; HJAB-HJAN, Barranquilla; HJDC-HJCB, Bogota; GAB-GAK, Bucaramanga; HJGB-HJED, Cali; HJDE-HJDK, Medellin; HJFA, Pereira; in Mexico on XEDR, Guaymas; HEBH-HEBR, Hermosillo; XEDS, Mazatlan; XEB, Mexico City; XEFC, Merida, XET, Monterrey; XEAX, Oaxaca; XEFW, Tampico; XETB, Torreon; XEHV, Veracruz; in Panama on HP5G-HOA, Panama City.

Miles Labs., Elkhart, has started to test Nervina on RHC, Havana, with thrice weekly programs of transcribed music. The company has recently expanded radio promotion of Alka-Seltzer, with transcribed musical programs on 18 Colombian stations, HJFH and HJFM, Armenia; HJAN and HJAB, Barranquilla; HJCX and HJDC, Bogota; HJ7-ABB, Bucaramanga; HJEB and HJED, Cali; HJAE and HJAF, Cartegena; HJBB and HJBC, Cucuta; HJFX, Manizales; HJDK and HJDE, Medellin; HJAH, Pasto; HJFA, Pereira; in Costa Rica on TIHR and TIPG, San Jose; in Chile on CB57, Santiago; in Cuba on RHC-Cadena Azul, Havana; in the Dominican Republic on H19B, Santiago, and H12, Ciudad Trujillo; in Ecuador, HC2R, Quito; in Guatemala, TGW, Guatemala; in Honduras, HRN, Tegucigalpa; in Mexico, XEW, Mexico City; in Nicaragua, YRNS, Managua; in Panama, HPSA, Panama City; in Peru, OAX4A, Lima; in Puerto Rico, WPAB, Ponce, WKAQ, San Juan; in Venezuela, YV5RL-Radio Tropical, YV5RW, YV5RA, Caracas; and a short wave program from WLWO, Cincinnati.

Knox's Hollywood Chatter

Hollywood gossip on five-minute and quarter-hour live programs is used by Knox Co., Los Angeles (cosmetics and pharmaceuticals), on OAX4A, Lima, Peru, and WIAC, San Juan, Puerto Rico.

Recently expanded schedules for transcribed musical programs two to five days a week have been placed by Bauer & Black, Chicago (Blue Jay Corn Plasters), in Colombia on HJIABH, Barranquilla; HJDC-HJCB, Bogota; HJ5ABB, Cali; Cuba on RHC, Havana; in Mexico on XEFI, Chihuahua; XED-XEDQ, Guadalajara; XEFC, Merida; XEB, Mexico City; and by Mentholatum Co., Wilmington, Del., in Colombia on HJDC-HJCB and HJCX-HJCZ, Bogota, and HJGB-HJED, Cali; in Peru on OAX4 and OAX4A, Lima.

Schlitz Series

Joseph Schlitz Brewing Co., Milwaukee has sponsored Spanish and English quiz programs for several months on stations in Panama City and San Juan [BROADCASTING, July 27]. Seeck & Kade, New York (Pertussin cough medicine), is using transcribed quarter-hour programs giving health advice on WPAB, Ponce, and WKAQ, San Juan, Puerto Rico.

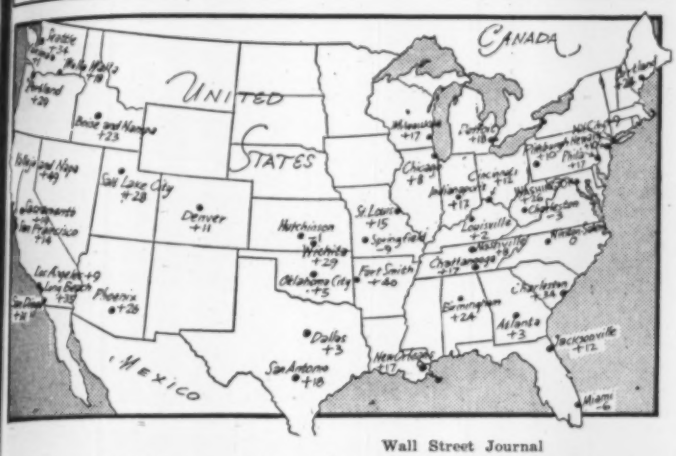
Hussey Moves

ROBERT D. HUSSEY, radio department manager of Paramount Pictures Inc., has resigned and on Sept. 15 joins Frank W. Vincent Agency, Beverly Hills, Cal., talent service, as an associate. Hussey organized Paramount's radio department in Hollywood about four years ago, having previously been assistant to the then publicity department manager. His film studio successor has not been announced.

TESTING?
Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station
250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?
WSOY

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

HOW RETAIL TRADE HAS FARED THIS YEAR

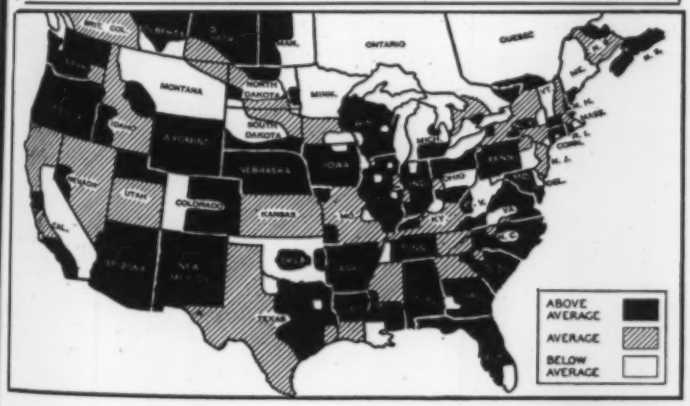


Wall Street Journal

RECENT UPSURGE in consumer buying follows something of a slump in retail trade. For the first seven months this year, however, department store sales for the country as a whole averaged 13% above the like period last year, according to figures of the Federal Reserve Board. This is based on dollar sales and does not reflect prices which are considerably higher now than a year ago. Stores in some cities have shown large gains while a few cities have reported declines, according to the Federal Reserve figures, many of which are shown on the map above. Some of the largest increases were recorded by Washington, 26%; Charleston, S. C., 34%; Fort Smith, Ark., 40%; Witchita, Kan., 29%; Long Beach, Cal., 35%; Vallejo and Napa, Cal., 49%; Seattle, 34%. Among those showing decreases from a year ago were: Charleston, W. Va., 3%; Miami, 6%; Springfield, Mo., 9%; Hutchinson, Kan. 1%.

UNITED BUSINESS SEPTEMBER FORECAST

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada as indicated in its surveys.



KIRO, Seattle, recently did a half-hour remote broadcast of a complete mobilization of local civilian and military protection forces from atop the Cobb Building where its studios are located. Art Lindsay, special events director, was at the mike.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Six Abandon CPs For 5 Kw. Power

Four Allow Permits to Lapse; Two Others to Follow

WAR CONDITIONS have hit the plans of at least half dozen stations for increasing their operating power with the disclosure last week by the FCC that four outlets holding construction permits for boosts to 5,000 watts had allowed their CP's to expire, while another two whose CP's are soon to expire have voiced their intention of dropping their plans for the present.

WSFA, WMBD Also

Expired are the 5,000-watt construction permits of KROW, Oakland, Cal., now using 1,000 watts on 960 kc.; KWK, St. Louis, currently with 5,000 watts night and 1,000 day on 1380 kc.; WBRY, Waterbury, Conn., with 1,000 watts on 1590 kc. at the present time; WKBH, La Crosse, Wis., with 1,000 watts on 1410 kc.

The other two—WSFA, Montgomery, Ala., licensed for 500 watts night and 1,000 day on 1440 kc., and WMBD, Peoria, Ill., at present 500 watts night and 1,000 day on 1470—have notified the Commission that they will allow their current CP's to lapse and accordingly let them be deleted at that time.

In practically all cases, the cause was laid to the unavailability of necessary equipment. WSFA and WMBD are the only ones whose CP's had been granted this year, the others having been issued prior to 1942.

SERVICE CALLS HIT FT. WORTH OUTLETS

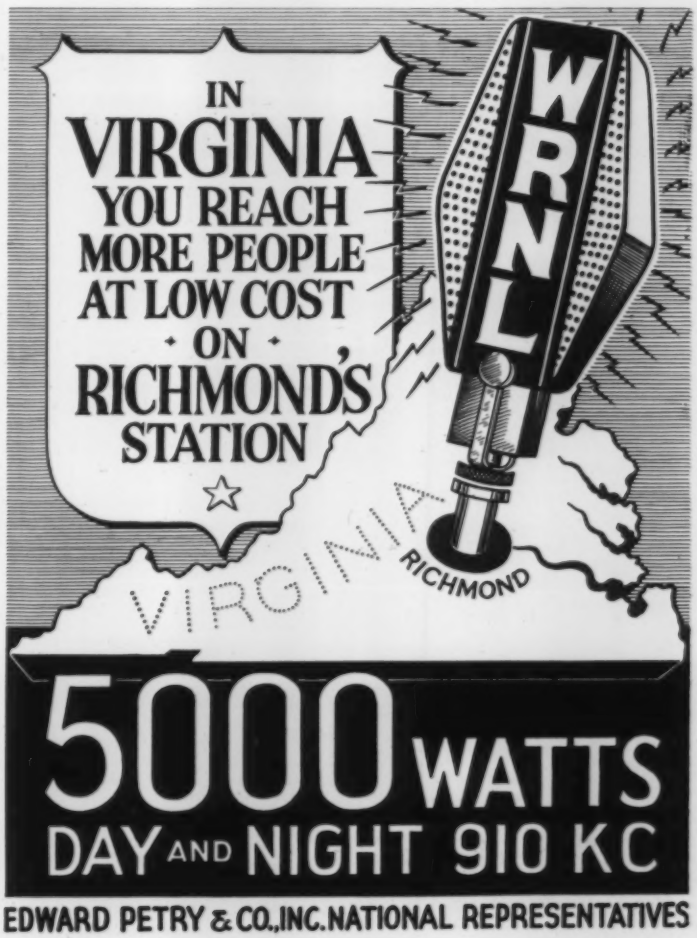
NINE STAFF changes at WBAP-KGKO, Fort Worth, were announced last week, principally resulting from men entering the service. A. M. (Woody) Woodford, production director, is now serving as Naval Warrant Officer at Farragut, Ida.

The engineering department has lost four men: Elliott Maersch, a second lieutenant in the Army Air Forces; Bruce Howard, Navy Warrant Officer; Frank Parrish, also a Navy Warrant Officer; and Bob Bird, working under Civil Service for the Army Signal Corps. Additions to the engineering department are: Thomas Bedford, formerly of WHAS, Louisville, and Harvey Robertson, former chief engineer of KCMC, Texarkana, Tex.

Marvin Moore, formerly on the dramatics staff, has been made a fulltime announcer and Marie Gallagher has been named a receptionist.

FTC Complaint

FRATELLI BRANCA & Co., New York, distributor and seller of Fernet-Branca, medical preparation, has been charged by the Federal Trade Commission with false advertising. Complaint alleges representations by the company are "exaggerated, false and misleading."



in the CONTROL ROOM

JIM ZIMMERMAN, apprentice operator of WIBW, Topeka, Kan., and Louise Pogson, station secretary, were recently married.

DENNY HOLLANDSWORTH, former control room operator and announcer of WJLS, Beckley, W. Va., has joined the Army. Donald C. Moye, WJLS control room operator, has joined the Navy with a 3rd class radioman's rating.

ALFRED E. TEACHMAN, assistant chief engineer of WEEI, Boston, has been commissioned a first lieutenant in the Army Air Forces, and will be stationed at Officers' Training School, Miami, Fla., for six weeks before transfer to Bowman Field, Ky.

JIMMY MURPHY, sound effects engineer of CBS Hollywood, has joined the Army Air Forces.

EARL LISKE, technician of KMPC, Beverly Hills, Cal., has resigned to take a Civil Aeronautics Authority instructor's training course and is stationed at Fresno, Cal. Rod Whalen has taken over his former post.

DON CREED, sound effects engineer of CBS Hollywood, has joined the Office of War Information in San Francisco.

MONROE LOONEY, remote engineer of WCBI, Columbus, Miss., has completed a course in radio engineering at Whitehaven, Tenn., and is waiting for results of an FCC examination.

JOE SHAW, control operator of KSL, Salt Lake City, Utah, will enter the Utah State Agricultural College for civilian training in the Army Signal Corps.

ACA Appoints Darlington

EDGAR T. DARLINGTON, engineer of WFIL, Phildelphia, has been named vice-president of the American Communications Assn. broadcast division with headquarters at 1626 Arch St., Philadelphia. He has been identified with telephone, telegraph, marine and broadcast fields for the last 30 years.

CHARLES H. COLEMAN, engineer of WFIL, Philadelphia, is now a first lieutenant in the Army Air Forces.

LeROY ANSPACH and Bill Thunnell, technicians of KYW, Philadelphia, have been commissioned in the Army Air Forces. Wililam S. Gilbert and Marshall Soura, also leave the staff. Gilbert has been commissioned a Navy lieutenant (j.g) and Soura will teach Signal Corps radio recruits.

RALPH LAUTZENHEISER, formerly of KSCJ, Sioux City, Ia., is transmitter technician of WCCO, Minneapolis.

JOHN REILLY, formerly chief engineer of WSRR, Stamford, Conn., has joined WABC, New York, as a technician.

EWING JULSTEDT, former engineer of WFIL, Philadelphia, has been commissioned a lieutenant in the Navy.

ANTHONY LANDRY, formerly in the radio division of the Westchester County police, has joined the CBS engineering staff.

HERMAN WILSON has joined the transmitter staff of CHEX, Peterboro, Ont.

FRANK SHANNON, engineer of WCAU, Philadelphia, has been commissioned a captain in the Army Air Forces.

5000 WATTS **WEVD** 1330 KILO

NEW YORK'S STATION OF DISTINCTIVE FEATURES

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

1. The feature boxes of newspaper radio programme pages.
2. The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who on WEVD" . . . sent on request.

W·E·V·D 117-119 West 46th St., New York

1883 Edward A. Hanover 1942

RADIO LOST another of its patriarchs with the sudden death Aug. 29 of Edward A. Hanover, vice-president in charge of manufacturing and broadcasting operations for the Stromberg-Carlson Telephone Mfg. Co., Rochester.

Stricken while on a weekend holiday in the Thousand Islands, Mr. Hanover died shortly after his boat reached shore from Alexandria Bay. He had played 18 holes of golf two days before and was thought to be in excellent health. He was 59.

A native of Wisconsin, Mr. Hanover attended the U of Wisconsin for a short time. He joined Stromberg-Carlson when 18 in Chicago and grew up with the firm, having started in the purchasing department. He came to Rochester in 1904.

MR. HANOVER

In Charge of Radio

At the time of his death, Mr. Hanover was in charge of all manufacturing and broadcasting operations, including the 50,000-watt WHAM, Rochester. He also was a director of the company.

While radio was still young, Mr. Hanover was quick to see its potentialities. The company was already in the set manufacturing field in 1926 when he, along with others, advocated acquisition of WHAM, which subsequently became a 50,000-watt outlet on its clear channel.

Mr. Hanover participated in many of the earlier conferences of the Federal Radio Commission and the FCC in the moulding of allocations policies. Company officials, identified with WHAM operations, recall that his primary consideration was always that of the listener.

"Mr. Hanover was a real credit to the industry," said William Fay, WHAM general manager. "His loss is a great blow to all those who were associated with him."

Mr. Hanover leaves his widow, the former May Radcliffe, and a brother and sister in Wisconsin. He was born in Jefferson, Wis., in 1883.

Michelson Subscribers

CHARLES MICHELSON, New York transcription firm, has signed several subscribers for a five-minute recording series, *A Toast to America's Allies*, including KSOO, Sioux Falls, S. D., and WDAY, Fargo, N. D., both accounts placed through C. E. Rickard Adv., Detroit. Contracts for the series are for 52 weeks. New subscribers to *Smilin' Ed McConnell* are: WRNL, Richmond, for Baptist Book Stores; and WPAD, Paducah, Ky., for a local jeweler. *The Shadow* series has been purchased by three Kentucky stations: WPAD; WHOP, Hopkinsville; and WSON, Henderson, for Consumers Cooperative Milk Dealers. Other new subscribers: WSIX, Nashville, for Wherry Furniture Stores; and WQAM, Miami, for Bell Bakers.

WNOX Ups Power

WNOX, Knoxville, previously operating with 5,000 watts during the day and 1,000 watts at night on 1010 kc. has increased its power to 10,000 watts on 990 kc., as of Sept. 1. WNOX is operated by Scripps-Howard Radio Inc. and is affiliated with the *Knoxville News-Sentinel*.

WIAC

580 Kc. • 5000 Watts

"First on all Puerto Rico Dials"

Box 4504

San Juan, P. R.

SOUND MOVIE AS RADIO ALLY

Station Relations Improved by Showing of Inner Workings, Says Hill

By MILTON C. HILL
WHK-WCLE, Cleveland

THERE are approximately 30,000 persons in Northeastern and Central Ohio who today have a greater appreciation of radio than they did a year ago. With few exceptions these 30,000 are average citizens. Formerly they knew that by dialing certain stations on their home receiving sets at certain times they could get programs they liked. That was the extent of their knowledge of and largely their appreciation of radio.

Mr. Hill

How did these people come to look at radio in a different light? Take the case of one individual for an answer. He was a member of the American Legion. At his Post meeting one night, a representative of a broadcasting company appeared with movie projection equipment. The man, representing three Ohio radio stations, explained that he would show a movie which had been made right in these stations' studios. The lights were dimmed. For a half-hour the man and his fellow - Legionnaires sat and watched—very intently.

Revelation in Detail

It was a revelation. Never before had the man realized the multitudinous details of planning, selling, and production that are handled by the staff of a radio station. He hadn't realized that people were needed to *sell* radio time. He found that it takes promotion and merchandising to keep sponsors happy. He was amazed at the large staff of artists, announcers, and engineers that was necessary to keep a broadcasting schedule going smoothly.

The technique of the engineer in monitoring a musical program intrigued him. He was both amused and surprised when he saw the pictures of the announcers—they didn't look at all like he had imagined them. He was awed by the maze of technical equipment and the huge transmitting towers.

There was a question-and-answer session after the movie. Frequency modulation, television, and future developments in radio were foremost in the interests of the audience. The man from the broadcasting company predicted a bright future, pointing out that new technical developments would increasingly make radio a dominant force.

Out of the whole period, which lasted about 45 minutes, a half-hour for the movie and 15 minutes for the questions, came this collective response from an amazed audience: "I never knew there was so much to it!"

Public Relations Are Improved

Without planning it, the radio stations had done more than advertise themselves. They had performed a service for the radio industry, and in so doing, improved their own standing in the eyes of the public. They had improved their public relations, and radio's public relations, merely by showing the enormity of the broadcasting task.

By effectively informing the public about radio through the motion picture the stations had discovered an unusual creator of goodwill, and showing the movie continues today as an activity of multiple benefits.

The stations have two sets of modern sound projection equipment for showing this 16-mm. film. One to two operators are required, depending on the number and locations of showings each day. This is handled by representatives of the promotion and publicity departments, who also make the bookings. Any organization which can supply an audience of 40 or more persons may have the movie for a meeting without charge. The average audience has about 50 persons. The largest audience which has seen the movie was one of 1200. Most of the public schools have booked it once or more. Bookings have been made for months in advance for all sorts of clubs, lodges, and fraternal organizations.

The film is not overloaded with advertising for the three sponsoring stations, WHK and WCLE in Cleveland, and WHKC in Columbus. For that reason it is relatively simple to get bookings with school and church groups and other conservative organizations which generally do not lend their meetings to promotional schemes.

It is costly, of course. The initial cost of producing such a film is quite heavy and the cost of showing it is roughly equivalent to adding another full-time employee to the sponsoring stations' staff. But it has been established as a valuable ally to broadcasting. It certainly is one which has great potentialities as a builder of genuine goodwill for commercial radio.

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

The End of the Rainbow

Let WAIR guide you to that evasive pot of gold. Winston-Salem workers are well paid, sure of their jobs, easy to sell when you use the right medium. In this great market, the right medium is—

WAIR

Winston-Salem, North Carolina

Hinks Commissioned

KENNETH W. HINKS, vice-president of J. Walter Thompson Co., Chicago, and account executive on the Swift & Co., Chicago (meat products, lard, butter, eggs, shortening, margerine), Elgin National Watch Co., Elgin, Ill., and Northern Trust Co., Chicago, accounts, has been commissioned a lieutenant - commander in the Navy and will report Sept. 18 at Dartmouth U.

Mr. Hinks

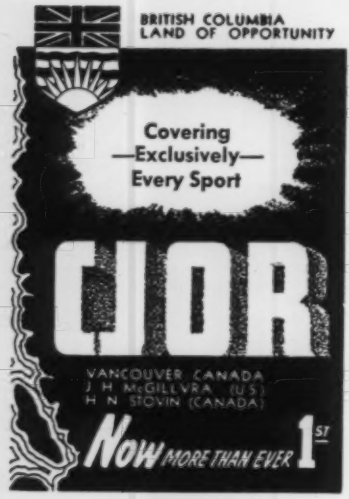
TIME OUT

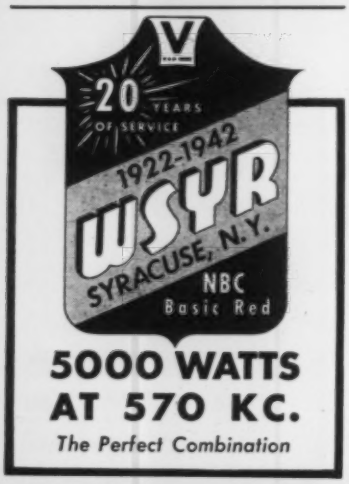
for the imperative needs of America at war

The entire production equipment and facilities of Fairchild Aviation Corporation today are being used for America's vital war needs. Commercial owners and users of Fairchild precision recording and amplifying equipment are advised to take the best possible care of the instruments in their possession. Our Service Department will gladly assist you in protecting and extending the life of Fairchild Equipment. Call upon us.

"...it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.





WFBG
ALTOONA, PA.
• NBC RED
• BLUE NETWORK
• 250 WATTS
• FULL TIME OPERATION
• RAILROAD SHOPS ON FULL TIME SCHEDULE
WFBG provides the only full coverage of the Altoona trading area.

Petrillo Edict

(*Continued from page 7*)

scribed programs for many stations, entailing not merely the loss of popular program material but also of advertising revenues which enable the stations to continue in business. In other words, this is a definite example of injury sustained by the broadcasters as a result of the Petrillo prohibition of recordings.

Petrillo wire read as follows:

"This is to advise you that the American Federation of Musicians will not renew permits previously granted to you to make transcriptions. As to any transcription now already made, previously granted permits are terminated."

Attempts to reach Mr. Petrillo for an explanation or amplification of his order were unsuccessful. Nor could any comment be secured from the AFM's national headquarters in New York. One curious angle of the situation was that as of Friday afternoon, neither NBC Radio-Recording Division nor Columbia Recording Corp. had received the union's telegram although copies had been received by World Broadcasting System and Associated Music Publishers.

Explanation of the AFM stoppage of the commercial transcriptions, as given on Thursday to Lee Graves of Compton Advertising Inc., by Harry Steeper, assistant to Mr. Petrillo, was that since the NAB had injected itself into the picture and was attempting to get an injunction, restraining the union from carrying out its prohibition against recordings, the AFM had decided not to grant any more special permits and to cancel those already granted.

Denies Compton Request

Mr. Graves had gone to AFM headquarters for an explanation of the union's rejection of Compton's application for permission to record the Procter & Gamble serial, *Against the Storm*, for use on 10 supplementary stations. Application was filed Aug. 7 and despite repeated attempts to get an answer from the union, no word was received until this week, when the union informed the agency its request was denied. As other commercial program permits had been granted by the AFM, Compton wanted an explanation for the apparent discrimination against its client.

Executives queried by BROADCASTING on Friday were unwilling to discuss the problem posed by Mr. Petrillo, stating that they wanted time to think it over and decide upon a plan of action before making any statements. Matter will be discussed and perhaps decided at a special meeting called by the NAB for Tuesday in New York, at which advertisers, advertising agencies, recording companies and broadcasters will all be represented.

ASCAP to Appeal Dismissal of Plea

Society Holds Wisconsin Act Violates Constitution

ASCAP will appeal dismissal of its plea for an injunction to restrain the unlicensed public performance of its music in Wisconsin, according to Louis D. Frohlich, general counsel for ASCAP. Society's attempt to enjoin permanently six tavern keepers and dance hall operators from playing ASCAP music was denied Aug. 29 by Federal Judge Lewis B. Schwellenbach, of Spokane, Wash., sitting in the Federal District Court in Milwaukee.

Held Unconstitutional

Finding that neither ASCAP nor the five publishers who were coplaintiffs in the suit had complied with the provisions of the Wisconsin statute requiring the payment of 25% of gross revenues to the State, the court upheld the constitutionality of the law and dismissed the plea. ASCAP counsel had admitted the failure to comply with the law, arguing that it is unconstitutional.

Counsel for the Wisconsin Tavern Keepers Assn., in defending the suit, argued that since ASCAP had not obtained a license from the State, which the law states is necessary for the licensing of music in Wisconsin, ASCAP may not prosecute anyone performing its music without a license in that State.

ASCAP's appeal will reiterate the claim that the law is not constitutional, it was stated, and will also claim that even if the law is constitutional and ASCAP is forced to cease doing business in Wisconsin unless it complies with the statute's provisions, this still does not permit the public performance of music without license as that is a violation of the Federal Copyright Law, which the State law cannot supersede.

Fight Against Petrillo Promised by Dr. Maddy

A CONTINUING fight against the Petrillo ban of student broadcasts was promised by Dr. Joseph E. Maddy, leader of the Interlochen Music Festival, last week coincident with the disbanding of the school for the season. The Interlochen orchestra of high school students has broadcast over NBC during its summer session for 12 years, prior to the command of AFM President James C. Petrillo that NBC this summer cancel the broadcasts because of purported competition with AFM members.

Dr. Maddy said the students had scattered to their homes to carry on the "fight for freedom of speech." He declared he and his students would continue to battle for the rights of amateurs to radio expression, despite the Petrillo edict. Dr. Maddy is expected to be a witness before the Petrillo Probe Committee of the Senate which gets under way Sept. 14 pursuant to a resolution (S. 286) of Senator D. Worth Clark (D-Idaho) for a full probe of the music situation.

CAESAR'S GHOST

'Little Petrillo' Protests Toronto Child Orchestra

ARTHUR DOWELL, business agent of the Toronto Musicians Union, tried to do a Petrillo by protesting the appearance of a children's orchestra, instead of a union orchestra, at the 58th annual convention of the Trades and Labor Congress of Canada at Winnipeg on Aug. 28. He was booed, told to "sit down".

A vice-president of the congress, Percy Bengough, Vancouver, stated the orchestra was sponsored by the International Ladies Garment Workers Union in Winnipeg to show what the union was doing to raise the cultural level of its members. J. A. Jamieson, representative of the Vancouver Musicians Union, said the children had done no harm to the musicians' union.

Paine to Coast

JOHN G. PAINE, general manager of ASCAP, and Oscar Hammerstein, vice-president of the Society, left New York Sept. 3 for the West Coast to conduct the semi-annual of Pacific Coast members as required by the organization's by-laws to be held 30 days in advance of the regular membership meeting in New York. Meeting is scheduled for Sept. 9. Mr. Hammerstein will represent Deems Taylor, ASCAP president, who was unable to make the trip.

BLANKETING AMERICA
22 MILLION
POSTAL TELEGRAPH
OFFICES!*
POSTAL TELEGRAPH, PLEASE. I'D LIKE TO SEND A TELEGRAM
*Wherever there's a telephone... there's Postal Telegraph!
Next time you want speedy telegraph service — remember — it's convenient, it's economical, it's fastest to...
Phone*
Postal Telegraph
*For your convenience, charges appear on your phone bill

Radio's War Role Hits High Figure

NAB Reviews Achievements of Industry for Quarter

RADIO's contribution to the war effort cannot be entirely measured in precise numerical terms but some idea of the vastness of the industry's energy can be conned from a summary tabulation of announcements and programs of local origin during the months of May, June and July compiled by the NAB.

Many Spots

During this three-month period radio served up a total of 1,541,640 spots alone, besides other renditions, distributed among the various Government agencies and keyed to comply with Office of War Information requests to cover special needs at various times.

Army—122,120 spots; 50 3-min. live; 970 5-min. live; 210 10-min. live; 3690 15-min. live; 80 25-min. live; 830 30-min. live; 10 45-min. live; 10 55-min. live; 220 60-min. live; 20 90-min. live; 20 5-min. ET; 1,664 15-min. ET; 10 30-min. ET.

Navy—137,200 spots; 2,610 5-min. live; 290 10-min. live; 4,240 15-min. live; 610 20-min. live; 10 45-min. live; 10 85-min. live; 60 5-min. ET; 5,740 15-min. ET; 820 30-min. ET.

Marines—90,320 spots; 860 5-min. live; 30 10-min. live; 4,840 15-min. live; 30 20-min. live; 350 30-min. live; 52,050 15-min. ET; 60 30-min. ET.

Coast Guard—68,270 spots; 160 15-min. live.

Civil Service—67,900 spots; 30 15-min. live.

Recr. Shipyard Workers (July)—3,280 spots; 20 15-min. ET.

Health in Wartime & Recr. Nurses & Docs.—43,570 spots; 50 5-min. live; 630 10-min. live; 1,001 15-min. live; 20 25-min. live; 20 30-min live; 20 15-min. ET.

War Industry Train. Info.—327,250 spots; 190 5-min. live; 10 10-min. live; 340 15-min. live; 10 30-min. live; 300 5-min. ET.

Treasury—510,090 spots; 20 3-min. live; 1,930 5-min. live; 10 10-min. live; 1,760 15-min. live; 10 25-min. live; 600 30-min. live; 20 45-min. live; 280 60-min. live; 10 90-min. live; 62,440 15-min. ET; 20 30-min. ET.

Army Emergency Relief—16,220 spots; 70 5-min. live; 30 10-min. live; 160 15-min. live; 30 30-min. live.

USO—73,340 spots; 680 5-min. live; 90 10-min. live; 1,250 15-min. live; 10 25-min. live; 500 30-min. live; 10 60-min. live; 10 130-min. live.

Red Cross—58,100 spots; 50 3-min. live; 150 5-min. live; 160 10-min. live; 880 15-min. live; 60 30-min. live; 10 15-min. ET; 10 130-min. ET.

Civil. Defense (all kinds)—53,980 spots; 40 3-min. live; 3,750 5-min. live; 1,210 10-min. live; 4,140 15-min. live; 10 25-min. live; 160 30-min. live; 20 45-min. live; 10 60-min. live; 10 10-min. ET; 90 15-min. ET.

Don't Spread Rumors—5,650 spots; 10 10-min. live; 270 15-min. live; 10 30-min. live.

Victory Gardens—7,620 spots; 400 5-min. live; 260 10-min. live; 310 15-min. live.

The Home Front—Live Local—120 5-min. live; 810 15-min. live; 1,170 30-min. live.

You Can't Do Business With Hitler—10,140 15-min. ET.

Neighborhood Call—1,310 15-min. ET.

This Is Our Enemy—500 30-min. ET.

Three Thirds of The Nation—130 30-min. ET.

OWI—OEM—OPA—Some AGRI.—191,-520 spots: Total Pgms. Various Lengths—29,490; 4,370 15-min. ET.

Other Gov. Agencies—65,210 spots (live & ET): 240 3-min. live; 1,830 5-min. live; 350 10-min. live; 11,260 15-min. live; 220 25-min. live; 2,740 30-min. live; 10 35-min. live; 110 45-min. live; 10 55-min. live; 90 60-min. live; 10 80-min. live; 30 3-min. ET; 400 5-min. ET; 10 10-min. ET; 4,020 15-min. ET; 630 30-min. ET; 30 45-min. ET; 30 60 min. ET.

NBC-RADIO-RECORDING Division has announced the signing of 18 more stations to the list carrying *Touchdown Tips*, weekly transcription series of football forecast and comment by Sam Hayes, bringing the total to 32 stations, four of which are broadcasting the series for the third consecutive year.

SPONSOR IN HOSPITAL and salesman on crutches proved no obstacle when Hugh M. Woods, station's oldest consistent advertiser, signed for his 15th year on KLZ, Denver. Mr. Woods signs in bed, while his nurse, and Pete Smythe, KLZ salesman, still on crutches recovering from a dislocated knee, look on. The Hugh M. Woods Mercantile Co. handles lumber and building supplies in the Denver market area.

Bronson Aide to Ryan

EDWARD H. BRONSON, assistant manager of WCOL, Columbus, O., will join the broadcasting division of the Office of Censorship Sept. 8 as an aide to J. Howard Ryan, assistant director of the division. Mr. Bronson, it was said, will handle inquiries to the division from broadcasters. He formerly was an editorial staff member of the *Columbus Dispatch* and the *Akron Beacon Journal*. While attending Ohio State U he edited the *Ohio State Lantern*, student daily, and is a member of Sigma Delta Chi, professional journalism fraternity.

Fould's Midwest Test

FOULD'S MACARONI Co. Libertyville, Ill., will start a 13-week test campaign about Sept. 15 in eight Midwest markets. Musical Sonovox announcements will be used at the end of the week six to 18 times weekly on WMAQ and WGN, Chicago; WFBM, Indianapolis; WKRC, Cincinnati; WBNS, Columbus; WTOL and WSPD, Toledo; WOOD, Grand Rapids, Mich. Streetcar cards will be used in two other cities. Agency is Campbell-Ewald, Chicago.

Serial Transfer

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Sept. 28 will discontinue *Woman In White* and will replace it with *Ma Perkins* on 59 CBS stations Monday through Friday 1:15-1:30 p.m. The company will continue *Ma Perkins* on 80 NBC stations Monday through Friday 3:15-3:30 p.m. for Oxydol. Agency is Blackett-Sample-Hummert, Chicago.

Pet Milk Discs

PET MILK Co., St. Louis (canned milk), has placed quarter-hour transcribed nutrition talks by Mary Lee Taylor twice a week on KFI, Los Angeles; KPO, San Francisco; KMJ, Fresno; KHQ, Spokane; KOMO, Seattle; KGW, Portland. Series started on the West Coast stations first week in August Gardner Adv. Co., St. Louis, is agency.

Stephano Shift

STEPHANO BROS., Philadelphia (Marvels cigarettes), on Sept. 28 will replace *Salute to Victory*, quarter-hour interviews of servicemen on WBBM, Chicago, six days a week, with a five-minute and quarter-hour newscast six days weekly on WBBM.

Religious Organizations Take Two Spots on MBS

TWO RELIGIOUS programs have been added to the MBS Sunday schedule, which already includes three programs sponsored by religious groups [BROADCASTING, Aug. 17]. In addition to *Old Fashioned Revival Hour from* 9-10 p.m., Gospel Broadcasting Assn., has started *The Pilgrim Hour*, 2-3 p.m., on about 135 MBS outlets. R. H. Alber Co., Los Angeles handles the account.

The Cadle Tabernacle, Indianapolis, has launched a half-hour at noon on the entire MBS network. Program includes five-minute sermons and music by soloists and a choir of 1,400 voices. Agency is Ivey & Ellington, Philadelphia.

MBS Billings Up

MUTUAL Billings for the first eight months of 1942 are $6,384,-634, an increase of 58.63% over the corresponding period in 1941 when the total was $4,024,680. Billings for August were $518,226, representing a drop of 2.61% over figures for August of last year, $532,056.

What a difference the INTRODUCTION makes!

Don't ignore Peoriarea—or let Peoria ignore you! WMBD can quickly introduce you to this prosperous market because it holds a unique spot close to the hearts of the home folks here. It's a position earned through public service, community effort and consistently fine entertainment. No "outsider" can introduce your product with such certainty of response.

WMBD PEORIA · ILLINOIS — THE HEART OF ILLINOIS

It's the RIGHT Introduction

This Central Illinois market knows WMBD—and WMBD knows this market, too. We'll gladly send you any information you'd like to have. Just drop a line to WMBD, Peoria, Ill.

AFTERNOON LISTENERS IN *Peoriarea!*

WMBD gives you the only complete coverage for Peoriarea. C. C. Chappelle surveys for morning and night periods show similar dominance.

50.3% — WMBD
20.7% — Station "A"
10.8% — Station "B"
8.4% — Station "C"
8.9% — Station "D"
3.9% — All others

FREE & PETERS, Inc. Exclusive National Representatives

WMBD *is a member of* CBS *network*

KFQD
ANCHORAGE
Alaska
LOCATION
"The Nerve Center"
Hub of Alaska Activities
Low Rates - Real Results
Representatives
ROMIG FULLER
1411 Fourth Ave.
Seattle, Wash.

NBC UP News
WRAK
WILLIAMSPORT, PENNA.
The station that's doing a selling job in a growing industrial, farm and war producing market.
Representatives
J. P. McKINNEY & SON

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

CBC Board Offers Dr. J. S. Thomson Manager's Office

Maj. Murray Recommended for Post of Director General

APPOINTMENT of Rev. Dr. J. S. Thomson, president of Saskatchewan U and a member of the board of governors of the Canadian Broadcasting Corp. since February 1940, to the post of general manager of the CBC, was recommended by the CBC board at its Aug. 28 meeting at Ottawa.

The board also recommended that Maj. Gladstone Murray, present general manager, be appointed to a new position of director-general of broadcasting for Canada which "would permit him to devote his time to creative work of the CBC and the development of programs". Dr. Augustin Frigon's status as assistant general manager is not affected by the proposed changes, which go to the Dominion Government as recommendations and, if accepted, become effective Nov. 2.

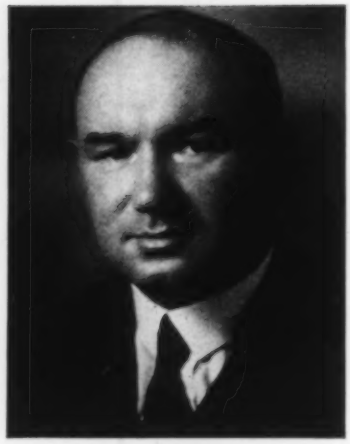
New Murray Support

While these recommendations were announced by the CBC board following its Ottawa meeting, Gladstone Murray has in recent weeks received considerable support from various influential organizations who have telegraphed Prime Minister Mackenzie King to retain him. It is also understood that some men in the broadcasting industry have been suggested to cabinet members as general manager, including Reg Brophy, general manager of the Canadian Marconi Co. and formerly with NBC, and Ernest Bushnell, present program chief of CBC.

The recommendations by the CBC board follow the report of the Parliamentary Committee on Broadcasting that a new position be found for Maj. Murray and a new general manager be appointed. It also recommended that labor and agriculture be represented on the CBC board of governors.

Under the new setup, Dr. Thomson will attend to the business end of the CBC while Major Murray will look after the planning of programs and the general directing of broadcasting. The reorganization is believed to be more along the lines of the BBC, which for years has been directed by two chief executives, one administrative and the other creative. Maj. Murray is expected to devote his time also to public relations, station relations, news and international programs. He will continue to draw the same salary, $14,000.

Dr. Thomson, who has applied for leave of absence from the University of Saskatchewan to take over the post, would be appointed for one year, Rene Morin, CBC board chairman, announced following the Ottawa meeting. Dr. Thomson was born in 1892 at Stirling, Scotland, and was graduated from Glasgow U and Cambridge U. He served as combat officer in World War I with the Queen's Own Cameron Highlanders and rose to captain. He came to Canada in 1930 to take a position as professor of philosophy and systematic theology at Pine Hill United Church Divinity College, Halifax. From there he went to Saskatoon in 1937 as president of the U of Saskatchewan.



DR. THOMSON

Board Meets Nov. 2

Gladstone Murray has been general manager of the CBC since its inception on Nov. 2, 1936. Prior to that he was with the British Broadcasting Corp. as public relations and publications director, and had been called by the Canadian government in 1932 and 1933 to make recommendations for a nationally-owned broadcasting system.

Rene Morin, in announcing that the next CBC board meeting would be held in Ottawa on Nov. 2, stated that "as a result of their deliberations, the members (of the CBC board) agreed that the public interest in relation to broadcasting in Canada would be served best by making such a change in the existing set-up as will make for greater efficiency in the institution."

Stricter control of radio advertising was promised by Dr. Thomson, in his first statement. "The whole question of advertising in radio should be reviewed and perhaps overhauled," he said, adding "that a survey of the entire program structure of the CBC is likely".

Dr. Thomson on Advertising

Just what that control of advertising will take is not known, but Dr. Thomson has been outspoken in his feelings on the subject of radio advertising. In a paper presented some time ago before personnel problems became acute due to manpower shortage on "The New Policy for Radio," he stated:

"The most disquieting feature in the development of radio has been the domination of the programs by the interests of salesmanship. The incessant stream of adjectival entreaties to buy this or that product has a vulgar and depressing influence on any intelligent mind. The public has become weary and disgusted, tolerating the sentimental vendors of various merchandise with patient indulgence which hardly any longer conceals the contempt into which radio is rapidly degenerating. If radio is to develop as a genuine art, some dealing must be taken with this aspect of the business.

Aural Journalism

"The analogy we must draw is no longer between the radio and the movies, but rather between radio and journalism. Radio has been described as a new extension of the art of the theatre; it is also a new development in what may be called aural journalism. Indeed the newspaper business is notoriously uneasy about the growing power of radio, and, from its point of view, rightly so."

CBC Information Post Goes to Wells Ritchie

WELLS RITCHIE has been appointed press and information representative of the Canadian Broadcasting Corp. national program offices at Toronto, succeeding Sven Blangsted, who resigned recently as assistant to E. A. Weir, supervisor of the Press and Information Department. Ritchie is an original member of the CBC National News Service, writing the first news bulletin to go out over the CBC service at 6:30 a.m. on Jan. 1, 1941.

Mr. Ritchie

Before joining the CBC Ritchie had operated the Central News Bureau at Toronto as a publicity organization, and had been Toronto Bureau manager and Ontario representative of Transradio Press. He started in newspaper and publicity work in New York, did work for the *New Yorker* magazine and for a house organ of the New York Telephone Co. A native of Toronto, he returned to start several weeklies there, write theatrical and movie comments. He studied journalism at New York U.

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
CFNB Signal strength increased 25%
BOSTON
N.Y.

Canadian Broadcasters Included In New Rules Of Selective Service

CANADIAN broadcasting stations and all firms in the broadcasting industry come under the new National Selective Service regulations which went into effect on Sept. 1. Under these regulations no worker may quit his job and no employer may lay off or discharge any worker without giving seven days' notice in writing. No employer may interview or engage any worker unless such worker has a permit to seek employment, and these must be obtained from the National Selective Service officers located throughout Canada.

The National Selective Service officers have power to order any person to report for an interview at the local office, to order any person who has been unemployed seven days to take any suitable work, and to order any partially employed person to take any suitable full-time work, and only the National Selective Service officer can give permission for persons placed in jobs by these officers to quit their jobs. Workers moved from non-essential jobs by the officers may claim re-instatement in former jobs when the more essential work is finished. National Selective Service officers may pay transportation and other special allowances where workers are moved to distant jobs. There is a $500 fine and 12 months jail term provided for violations by employers, employees and others.

Canada's New Board

CANADA has set up a new War-time Information Board at Ottawa to supersede the Office of Director of Public Information. The new WIB will be directly responsible to the Prime Minister, and will open offices for the dissemination of news about Canada's war effort in New York and Washington. Heading WIB is Charles Vining, 45-year-old president of the Canadian Newsprint Assn. who previously was an executive with Cockfield Brown & Co. Ltd., Montreal advertising agency. Vice-chairman is Hon. Philippe Brais, K. C., Montreal lawyer and member of the Quebec provincial government cabinet. The WIB will take over the staff of the Director of Public Information, including G. H. Lash, who has been director since its formation and who will be a member of the WIB.

Wander Shifts 'Midnight' To New Spot on the Blue

WANDER Co., Chicago, sponsor of *Captain Midnight* on MBS for two years, shifts the five-weekly adventure serial to BLUE for a 39-week run, starting Sept. 28, for Ovaltine. Show occupies the 5:45-6 p.m. spot, the same period previously used on Mutual. *Captain Midnight* was sponsored by Skelly Oil Co. for two years prior to going on the air for Ovaltine.

Addition of the show to the BLUE schedule makes a full hour and a quarter of children's programs on BLUE starting at 5 p.m., Monday through Friday.

THE ARMY TOOK OVER "The Old Hayloft", home of *The WLS National Barn Dance* since March 1932, while *The Barn Dance* moved to the Chicago Civic Opera building last week as the Eighth Street Theatre was turned into a schoolhouse for radio technicians of the Army Air Force. Glenn S. Snyder, manager of WLS, turns his theater keys over to Colonel A. Lindeburg, executive officer of the school in Chicago's Stevens and Congress hotels, while Harold Safford (left), WLS program director, and Major Alfred Adams (right), officer in charge of activities in the theater, look on.

Paul Searles in Navy

PAUL D. SEARLES, technician at KGW-KEX, Portland, Ore., has been commissioned an ensign in the Naval Reserve, and called to active duty. Mr. Searles, formerly a professor of radio at Oregon Institute of Technology, had been with KGW-KEX over a year. He will be stationed in New York and Mrs. Searles, a member of the studio office staff, will go East with him when he assumes his post.

Mr. Searles

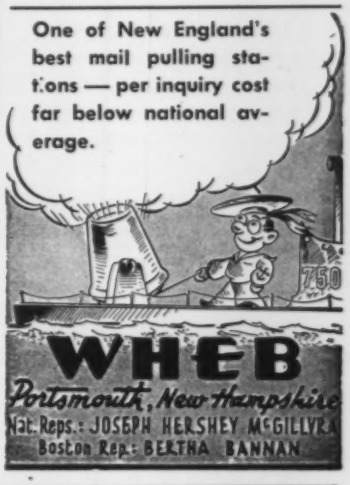
Dairy Series

BELL BROOK Dairies, San Francisco (Bell Brook Milk), recently started a campaign, using transcribed and live announcements on KQW KFRC KJBS KPO KGO several times weekly and in addition participations on home economics programs of Ann Holden on KGO and Emily Barton on KFRC. Agency is Botsford, Constantine & Gardner, San Francisco.

WFIG, Sumter, S. C., has extended its full facilities to Shaw Field, Army Air Forces training school. Sixteen shows are presented weekly, featuring news commentary, dramatic and music shows, sports and other items of interest. Local and Shaw Field talent is used.

RUBIN's Inc., Chicago (women's apparel), on Sept. 13 will start sponsorship for 52 weeks of *Stars of Tomorrow*, half-hour amateur program gram Sundays on WGN, Chicago. Three wrist watches will be awarded to winning contestants each week and runners-up will receive War Stamp boutonnieres. Agency is Malcolm-Howard Adv. Agency, Chicago.

WTAG, Worcester, Mass., held its annual picnic for executives and employees. Over thirty attended, participating in a sports program, dinner, dancing, and an entertainment staged by WTAG talent.


One of New England's best mail pulling stations — per inquiry cost far below national average.
WHEB
Portsmouth, New Hampshire
Nat. Reps.: JOSEPH HERSHEY McGILLVRA
Boston Rep.: BERTHA BANNAN

WRVA COVERS NORFOLK AND COVERS RICHMOND, VIRGINIA WITH 50,000 WATTS BOTH DAY AND NIGHT COLUMBIA NET WORK

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

AUGUST 29 TO SEPTEMBER 4 INCLUSIVE

Decisions . . .

SEPTEMBER 1

WNOX, Knoxville—Granted modification of construction permit for changes in directional antenna: on Commission's own motion granted 30 day extension for completion.

KVOE, Santa Ana, Cal.—Denied petition to grant application and designated said application for hearing.

WWRL, Long Island, N. Y.—Granted in part modification of construction permit to unlimited time on present power; dismissed application for modification as modified for extension of completion date.

W71RF, Rockford, Ill.—Designated for hearing application for modification of construction permit pursuant to memorandum opinion of 4-27-42.

SEPTEMBER 2

KSUB, Cedar City, Utah—Granted motion to dismiss application without prejudice; denied request of petitioner to return application to petitioner.

NEW, Beauford Jester, Waco, Tex.—Granted request to continue hearing to 9-21-42.

SEPTEMBER 3

WHKY, Hickory, N. C.—Granted modification of construction permit for extension of completion date to 11-5-42.

KHSL, Chico, Cal.—Same to 10-16-42.

WAGA, Atlanta—Same to 3-17-43.

KGDM, Stockton, Cal.—Same to 10-20-42.

Applications . . .

WJAS, Pittsburgh—Modification of construction permit for extension of completion date to 11-27-42.

KPAB, Laredo, Tex.—Voluntary assignment of license to Laredo Broadcasting Co.

NEW, Laredo Broadcasting Co., Laredo, Tex.—Construction permit for new station on 1490 kc. with 250 watts unlimited time.

KTRH, Houston—Modification of construction permit for extension of completion date to 3-10-43.

KMPC, Beverly Hills, Cal.—Modification of construction permit for adjustment of directional antenna system and extension of completion date.

SEPTEMBER 1

W47P, Pittsburgh—Modification of license to change corporate name to WWSW Inc.

SEPTEMBER 2

WCAO, Baltimore—Modification of construction permit for extension of completion date to 10-8-42.

KIDO, Boise, Ida.—Voluntary assignment of license from Frank L. Hill as surviving co-partner of Hill and Phillips, co-partners, and Georgia Phillips, executrix of estate of C. G. Phillips, deceased, to Georgia Phillips, d/b as Boise Broadcast Station.

SEPTEMBER 3

WDEL, Wilmington — Modification of construction permit for extension of completion date to 10-17-42.

KORE, Eugene, Ore.—Voluntary assignment of license from Frank L. Hill, as surviving co-partner of Hill & Phillips, co-partners, and Georgia Phillips, executrix of estate of C. G. Phillips, deceased, to Frank L. Hill and Violet Hill, co-partners, d/b as Eugene Broadcast Station.

KPAS, Pasadena—Modification of construction permit to approve directional antenna and extension of commencement and completion dates.

Tentative Calendar . . .

NEW, Butler Broadcasting Corp., Hamilton, O.—CP for new station on 1420 kc. with 250 watts unlimited (Sept. 9).

WGKV, Charleston, W. Va.—CP for new station on 1490 kc. with 250 watts unlimited (Sept. 11).

Radio Sailorettes

A GROUP of 470 women sailors will be assigned Nov. 1 to the U of Wisconsin for a radio training course, it was announced last week. They will be enlisted in the V-10 group of the Naval Reserve.

EASY to remember is license number of John Cherpack, engineer of WKBN, Youngstown. Through cooperation of the Ohio Highway Department, Engineer Cherpack has number "570-KC". Of course, 570 kilocycles is the wavelengths of WKBN. To top it, Cherpack nad an additional plate with station call letters.

AIR FARM FAIR
Program of KVOO Will Cover Entire Primary Area

EMBRACING remote broadcasts daily from 34 Oklahoma counties, the *Farm Fair of the Air* will begin on KVOO, Tulsa, Sept. 8 to continue through Oct. 31.

Sam Schneider, KVOO farm editor; Howard Phillips, engineer; Doc Hull, farm department announcer; and Hank Stanford, cowboy singer, will make up the station contingent which will tour the counties during the program. Five broadcasts daily of 15 minutes each will be devoted to interviewing 25 to 30 farm leaders and farmers in each county on contributions to the war agriculture program. The KVOO crew will also supplant local fairs cancelled because of war reasons.

On the tour the KVOO group will set up a war bond and stamp booth in each county seat during the day of broadcasts and will also conduct a survey among farmers aimed to determine farm listening habits. The tour will wind up in Stillwater at the annual county agents' meeting, it was said, and from there will salute six other counties which have requested participation in the Fair of the Air but which were out of the KVOO primary coverage area.

GRACE COOPER, radio actress and receptionist of KPO, San Francisco, and Don Thompson, KPO producer, were secretly married Aug. 25 in San Francisco. Thompson came to San Francisco recently from Chicago, where he was with the Central Division of NBC.

Network Accounts
All time Eastern Wartime unless indicated

New Business

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), on Oct. 8 starts a new program with Bud Abbott and Lou Costello on NBC, Thurs., 7:30-8 p.m., replacing *How'm I Doin'* now in that spot on 95 NBC stations. Agency: William Esty & Co., New York.

PETER PAUL Inc., Naugatuck, Conn. (Mounds, Ten Crown gum), on Oct. 5 starts for 52 weeks, newscast on 6 CBS Pacific Coast stations (KNX KQW KARM KROY KOIN KIRO), Mon., Wed., Fri., 5:45-5:55 p.m. (PWT). Agency: Brisacher, Davis & Staff, San Francisco

L. O. GROTHE Ltd., Montreal (tobacco), on Sept. 15 starts *Variety Ensemble* on CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que.; CJBR, Rimouski, Que.; CKCH, Hull, Que.; Tues and Thurs. 7:45-8 p.m. Agency: Canadian Advertising Agency Ltd., Montreal.

QUAKER OATS Co., Peterborough, Ont. (Quaker products), on Sept. 14 starts *Bill Seasalt* on CKAC, Montreal; CHRC, Quebec; Mon., Wed., Fri., 4:45-5 p.m. Agency: Lord & Thomas of Canada Ltd., Toronto.

QUAKER OATS Co., Peterborough, Ont. (Quaker products), on Oct. 27 starts *Rouletabille* on CKAC, Montreal; CHRC, Quebec; Tues. 8-8:30 p.m. Agency: Lord & Thomas of Canada Ltd., Toronto.

WANDER Co., Chicago (Ovaltine), on Sept. 28 starts *Captain Midnight* on 76 BLUE stations, Mon. thru Fri., 5:45-6 p.m. Agency: Blackett-Sample-Hummert, Chicago.

HOWARD CLOTHES, New York (retail clothing chain) on Sept. 23 starts Henry Hull, actor, in True Story dramatizations, on 8 MBS stations, Wed., 8:30-9 p.m. Agency: Redfield-Johnstone, N. Y.

VICK CHEMICAL Co., New York (Vatronol, Vaporub), on Sept. 14 starts *Gene & Glen* on 5 New England Regional Network stations for 26 weeks, Mon. Wed., Fri., 9:45-10 a.m. Agency: Morse International, N. Y.

STANDARD BRANDS, New York (Royal Desserts, Royal Baking Powder), on Oct. 5 starts *The O'Neills* on 126 NBC stations, Mon. thru Fri., 10:15-10:30 a.m. Agency: Ted Bates Inc., N. Y.

C. F. MUELLER Co., Jersey City, N. J. (macaroni), on Sept. 16 starts *Morning Market Basket* on 20 BLUE stations, Wed., Thurs. and Fri., 10-10:15 a.m. Agency: Duane Jones Co., N. Y.

PLOUGH Inc., Memphis (drug products), on Oct. 3 starts *Don't Believe It* on 8 CBS Pacific Coast stations (KNX KQW KARM KROY KOIN KIRO KFPY KGDM), Sat., 9:45-10 p.m. Agency: Lake-Spiro-Shurman, Memphis.

Renewal Accounts

STERLING PRODUCTS Inc., New York, on Sept. 21 renews *Lorenzo Jones* on 52 NBC stations, shifting advertising from Danderine to Phillips Cream, and continuing for Phillips Milk of Magnesia, Mon. thru Fri., 4:30-4:45 p.m. Agency: Blackett-Sample-Hummert, Chicago.

STERLING PRODUCTS Inc., New York, on Sept. 21 renews *Stella Dallas* on 52 NBC stations for Dr. Lyons Toothpowder, Mon. and Tues., 4:15-4:30 p.m. and for Bayer Aspirin, Wed., Thurs and Fri. 4:15-4:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CAMPANA SALES Co., Batavia, Ill. (Campana's balm, Dreskin, hand creams), on Oct. 4 will resume *The First Nighter*, and will shift to 125 MBS stations, Sundays, 6-6:30 p.m. from 54 CBS stations, Fridays, 9:30-9:55 p.m., period occupied when it went off June 1 for the summer. Agency: Aubrey, Moore & Wallace, Chicago.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on Oct. 3 will renew *The National Barn Dance*, on 68 NBC stations Saturdays, 9-9:30 p.m. Agency: Wade Adv. Agency, Chicago.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on Sept. 28 will renew for 52 weeks *Lum & Abner*, on 67 BLUE stations, Mon. thru Thurs., 8:15-8:30 p.m. Agency: Wade Adv. Agency, Chicago.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on Sept. 27 renews for 52 weeks *The Quiz Kids*, on 67 BLUE stations, Sundays, 7:30-8 p.m. with rebroadcast 9-9:30 p.m. (PWT), Agency: Wade Adv. Agency, Chicago.

DELAWARE, LACKAWANNA & WESTERN Coal Co., N. Y. (Blue Coal), in Sept. renews *The Shadow* on 81 Sunday 5:30-6 p.m. Agency: Ruthrauff & Ryan, N. Y.

PARKER PEN Co., Janesville, Wis. (Quink) on Sept. 26 renews Eric Sevareid news commentator, on 57 CBS stations Sat., and Sun., 8:55-9 p.m. Agency: J. Walter Thompson Co., N. Y.

Network Changes

LEVER BROS., Cambridge, Mass. (Rinso), on Sept. 6 for 4 weeks replaces *The Remarkable Miss Crandall* with Lionel Barrymore in *the Mayor of the Town* on 81 NBC stations, Sun., 7-7:30 p.m. and on Oct. 7 shifts the latter show to 114 CBS stations, Wed., 9:30-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

GENERAL FOODS Corp., New York, shifts product for *When a Girl Marries* from Calumet, to Diamond Crystal salt, Mon. and Fri., 5-5:15 p.m., continuing With Baker's Chocolate. Tues., Wed. and Thurs. at that time. Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), on Sept. 25 discontinues *Story of Bess Johnson* on 67 NBC stations, 10-10:15 a.m. (rebroadcast 12-12:15 p.m.). Agency: William Esty & Co., N. Y.

IRONIZED YEAST Co., Atlanta (yeast), on Oct. 6 replaces *Are You a Missing Link* with *Lights Out* on 75 CBS stations, Tues., 8-8:30 p.m. (repeat 11:30-12 p.m.). Agency: Ruthrauff & Ryan, N. Y.

GENERAL CIGAR Co., N. Y. (White Owl cigars), on Sept. 24 replaces Raymond Gram Swing on MBS Mon., Thurs., 10:10:15 p.m., with Raymond Clapper. Agency: J. Walter Thompson Co, N. Y.

PROCTER & GAMBLE Co., Toronto (Ivory and Oxydol) on Aug. 17 changed *La Pension Velder* on 3 Canadian Broadcasting Corp. French stations Mon. thru Fri. from 7-7:15 p.m. to 7:15-7:30 p.m. Agency: Compton Adv., N. Y.

CARNATION Co., Toronto (milk) on Aug. 31 changed *Quart Heure de Detente* on 4 Canadian Broadcasting Corp. French stations from Tues. and Thurs. 10:30-10:45 a.m. to 10:45-11 a.m. Agency: Baker Adv. Agency, Toronto.

S. C. JOHNSON Co., Brantford, Ont. (floor wax) on Aug. 31 changed *La Vie Maitre de'Ecole* on 3 Canadian Broadcasting Corp. French stations Mon., Wed., and Fri. from 10:30-10:45 a.m. to 10:45-11 a.m. Agency: Vickers & Benson, Montreal.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Sept. 28 will replace *Woman In White* on 59 CBS stations Mon. thru Fri., 1:15-1:30 p.m., with *Ma Perkins*, also to continue on 80 NBC stations Mon. thru Fri., 3:15-3:30 p.m. Agency: Blackett-Sample Hummert, Chicago.

Gosch Named Producer For New Camels Series

MARTIN GOSCH will produce the new weekly half-hour variety show featuring Bud Abbott and Lou Costello, comedians, which starts Oct. 8 under sponsorship of R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels), on approximately 100 NBC stations, Thursday, 7:30-8 p.m. (EWT), with West Coast repeat, 7-7:30 p.m. (PWT). He will also collaborate with Howard Harris on scripts, with other writers including Don Prindle and John Grant. Leith Stevens has been signed as musical director.

Hal Hackett, radio director of Music Corp. of America, New York, is currently in Hollywood conferring with Eddie Sherman, business manager of the comedy team, and Richard Marvin, radio director of William Esty & Co., New York agency servicing the tobacco account. They are lining up additional talent for the packaged deal show. It is understood that Betty Rhodes will have the featured vocal spot. Program takes over the NBC time currently held by Bob Hawk's *How'm I Doin'?* also sponsored by the tobacco firm. New show is reported as costing sponsor in the neighborhood of $10,000 per week.

RAY BARRETT and Ed O'Connor, announcers of WDRC, Hartford, will be the seventh and eighth members of the station's staff to go into war service. Those already in military service or working for the government in civilian capacity are Bob Provan and Elliot Miller, announcers; Stanley Peer, control operator; and Kenneth McLeod, Carl Milner, and Larry Grant, transmitter engineers.

WILLIAM A. BLEES, until recently general sales manager of the Nash Motors Division of Nash-Kelvinator Corp., Detroit, has joined Young & Rubicam, New York, as an account executive. Prior to his position with Nash, Blees was vice-president and general manager of J. Stirling Getchell Inc., Detroit, and had previously served as vice-president in charge of sales of Buick, Oldsmobile and Pontiac for General Motors Corp.

Radio Roundup

JUST before dawn Aug. 26 a raging fire swept the Atlanta recruiting office of the Marine Corps, destroying enlistment papers of some 60 members of the recently-formed Georgia Cracker Platoon. Before the smoke had cleared, Lt. Col. John D. O'Leary had asked the local stations—WSB, WGST, WAGA and WATL—to round up the new recruits to fill out new papers. Result of a few spot announcements: every one of the 60 reported in before noon.

STANLEY RICHARDS has returned to the air for his fourth year as stage and screen interviewer of WEVD, New York, with a program titled *Theatre Date*. Series takes listeners on a tour of the city's stage and screen theatres, stopping briefly at various points for news reports, play and film reviews and interviews.

Holiday Mail

WIBG, GLENSIDE, Pa., is carrying daily announcements advising that listeners mail Christmas gifts early to members of the armed services abroad. The Nov. 1 deadline is stressed by the station, which has also sent out letters to all accounts and agencies advising them to start their "Christmas Gifts for Soldiers" advertising in September to speed up the early mailing campaign requested by the Government.

CRYSTALS by
HIPOWER
Thousands of vital transmitting installations rely on the accuracy and dependability of Hipower Precision Crystal units. With recently enlarged facilities Hipower is maintaining greatly increased production for all important services. When essential demand begins to return to normal, Hipower will be glad to help with your crystal needs.
HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Chief Engineer-Executive — Who in effect would be assistant manager if capable. In most desirable location with comfortable living. 10 kw operation, new and latest equipment just installed. Must have thorough knowledge of technical operation and ability to handle men. Right party probably should be married, with children, wanting permanent location with opportunity to expand. If he is not now employed, he probably is not the right type. Box 823, BROADCASTING.

Experienced Engineer—First class license. Also announcer or combination announcer-engineer. WLAG, LaGrange, Georgia.

Salesman—Opportunity in growing defense industry market. Compensation, salary and commission. Producer can make substantial income. In reply give complete information. All inquiries held in strictest confidence. KRIC, Beaumont, Texas.

Wanted—Combination Operator and Announcer who can read news, write copy and has programming ability. Box 812, BROADCASTING.

Excellent opportunity—For a hustler, who can sell and announce, to manage and operate Remote Studio in town of fifteen thousand people. Salary and percentage; Delta territory; Business excellent; New equipment ready to go. Need Action. Write or wire KFFA, Helena, Arkansas.

Wanted—Attractive young lady, experienced, who is able to handle women's program, and continuity on progressive Mutual New England Station. Time of essence. Wire or write qualifications, starting salary, availability. Box 820, BROADCASTING.

SALESMAN WANTED—Excellent opportunity. Good financial arrangement. WJTN, Jamestown, New York.

Salesman—For 50 KW station in large metropolitan district. Straight salary only. Give full details when replying. Box 816, BROADCASTING.

Have Opening—For one or two capable studio or transmitter operators. Those interested contact WDAY, Fargo, North Dakota, giving qualifications and salary expected.

Operator—For Indiana station. State age, education, experience, draft status, expected salary and availability for interview. Box 807, BROADCASTING.

All-around announcer — Immediately. Ad lib ability, writing experience helpful. Send voice recording and complete details to WLDS, Jacksonville, Illinois.

Three Operators Wanted—First or second class, first preferred, at Paducah, Hopkinsville and Henderson, Kentucky. Wire Pierce Lackey, WPAD, Paducah, Ky.

CONTROL ENGINEER—Excellent opening for alert experienced man in a busy control room. Box 805, BROADCASTING.

ENGINEERS — If you are experienced in studio, remote and portable recording work, have low draft classification, and would like to be associated with KMBC, write A. K. Krahl, KMBC, Kansas City, Mo., detailing training and experience. State starting salary required.

Help Wanted (Continued)

Announcer and Engineer—Eastern local wants draft exempt, sober announcer; also licensed operator. Advise salary expected, references and availability date. Box 813, BROADCASTING.

Engineer—Male or female, progressive network station in Alabama. Send photo, details and salary required first letter. Box 822, BROADCASTING.

TECHNICIANS—With Studio or Transmitter Experience, and License. Register at once. Many vacancies large Eastern Cities. American Communications Assn. 1626 Arch, Philadelphia.

Situations Wanted

Announcer — Script-copy writer. Three years experience, N. Y.—radio major. Versatile! Box 810, BROADCASTING.

ASSISTANT MANAGER—35, 3-A, experienced programming, traffic, operations, management. Capable, dependable right-hand man, finest references. Box 815, BROADCASTING.

STATION MANAGER—Experienced in every department Independent and Network local. Married, dependents, age 31. References. Box 806, BROADCASTING.

Radio Engineer—First class license. Eight years experience including operation, maintenance five kilowatt. Wide experience in every department including deep, well trained announcing voice. Box 811, BROADCASTING.

Engineer—Restricted License-Program Man —Can Announce. Five Years' Experience. References. Married. 4F Draft. Florida or South. Box 809, BROADCASTING.

Woman—Excellent air personality; fine voice; now employed handling daily woman's program, gossip program and copy. Versatile; knows music; can sell. Box 819, BROADCASTING.

Sports-Writer—Young, energetic, 3 years radio experience. Seeks across-the-board spot as sports commentator. Dramatic school background. Audition. Recordings on request. Draft exempt. Box 808, BROADCASTING.

YEARS' EXPERIENCE—In writing, producing, announcing. Want good, permanent employment with progressive station. I.Q.-146. Draft exempt. Box 804, BROADCASTING.

Combination—Everything except engineering. Ten years' experience. 3A. Box 803, BROADCASTING.

Program Director-Announcer—Small southern station, would like to move west coast. Knows programming, management, sports, continuity, music. Accurate announcing. Draft deferred. Box 821, BROADCASTING.

Wanted to Buy

Modulation Monitor—FCC approved. State make, condition and cash price. Box 818, BROADCASTING.

For Sale

RCA Portable Recording Equipment—Velocity microphones, amplifiers, VU meter. Box 814, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office:
7134 Main St.
Kansas City, Mo.
Crossroads of the World
Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING FOR RESULTS!

Radio Specialists For Army Needed

50,000 Experts Required To Service Air Forces

RECRUITING drive to enlist 85,000 maintenance and communications specialists for the Army Air Forces, Ordnance and Signal Corps was launched last week, with Maj. Gen. George E. Stratemeyer, Chief of the Air Staff, warning that a shortage of technicians loomed because of the unprecedented expansion of the Air Forces.

The continued growth of the Air Forces alone demands 50,000 skilled men without delay, Gen. Stratemeyer said. Though tens of thousands are now in training, they are not ready.

The shortage includes Aircraft Radio Mechanics, and Aircraft Radio operators. Radio broadcasting field engineers, loud speaker test men, public address service men, radio chassis aligners, automobile radio installers, amateur radio mechanics, and recording engineers needed by the military forces immediately. There is also a shortage of airport control operators, communications operators, radio dispatchers.

'Shoulder Muscles'

Gen. Stratemeyer pointed out that the technical services "are the shoulder muscles of the Air Force striking arm. They keep the striking power of our fighters razor sharp. Without them the air armada would be grounded in a short time."

"Heroic work has been done by our maintainance and communications men", the General continued. "Without them as a backbone, the structure of the Air Force could not stand."

Skilled men between the ages of eighteen and forty-four are eligible to enlist. Subsequent opportunities for promotion and technical education are plentiful, and the men may eventually become commissioned officers. Applicants need not be aviation mechanics, professional radio operators, nor repairmen. All that is required is knowledge of one phase of precision work that can be applied to the broad field of airplane maintainence or aviation communications.

Transmitter Bovines

CATTLE, 64 head, graze at the base of the towers of WFBL, Syracuse, and inside the city limits too. The stock is 100% owned by the station, which explains their double purpose of keeping the grass trimmed in the rich creek bottom land where the WFBL transmitter is located as well as to utilize the grazing land to produce food for victory.

Army Air Forces Asks Stations To Plug ESMDT Radio Course

ANOTHER request to the broadcasters has been made by the Army Air Forces to alleviate the increasing demand for radio operators in that branch of the service by urging listeners to enroll in the Engineering, Science, Mechanical, Defense Training radio courses offered by the Government.

Effective immediately qualified individuals taking the Office of Education course in fundamentals of radio may enlist in the Enlisted Reserve Corps of the Army Air Forces.

Deferred for Course

Col. A. W. Marriner, director of communications, Army Air Forces, requests broadcasters to inform listeners about the new ruling as a stimulant to enrollment in the Engineering, Science, Mechanical, Defense Training radio courses.

Those entering the Air Force Enlisted Reserve are automatically deferred until the course of instruction is completed. Those who satisfactorily complete Part I of fundamentals of radio are permitted to enroll in Part II. In no case will deferment exceed nine months.

Broadcasters are requested to take a leading part in the organization of new ESMDT radio courses. In so doing they will contribute vitally in the nation's war effort. At the same time they will assist materially in alleviating the ever increasing shortage of technicians in the broadcasting industry.

Col. Marriner also pointed out that it is now possible for trained communications personnel to enlist directly for communications in the Army Air Forces. Those desiring to enlist may do so by contacting their local recruiting officer, or by writing to the Director of Communications, Headquarters, Army Air Forces, Washington.

"Optimists" to Use Discs

MORE than 500 stations will carry transcriptions and other material as part of "Optimists Week", Nov. 1-8, sponsored by the Optimists International of the U. S. and Canada, organization devoted to problems of youth. Programs will feature a concerted appeal for more courage, confidence, and practical optimism in settling petty differences between individuals and classes. Joe E. Brown, Bob Burns, Eddie Cantor, Bob Hope, Charlie Chaplin, and J. Edgar Hoover are among those taking part.

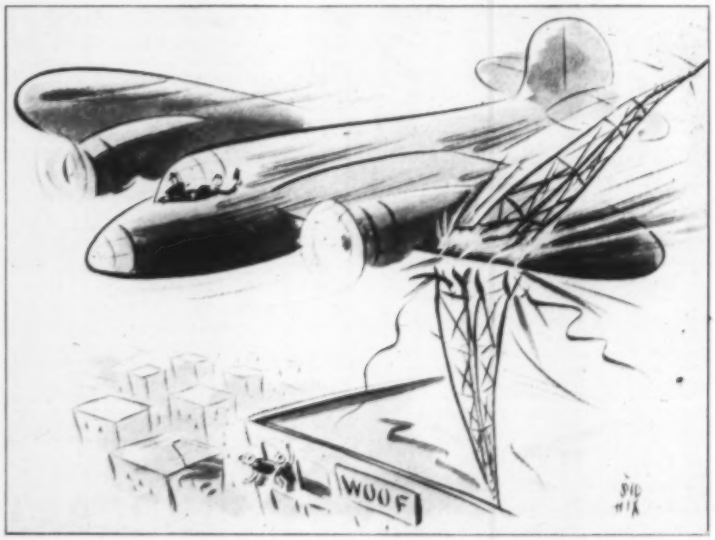
Jantzen Test

JANTZEN KNITTING MILLS, Portland, Ore. (Jan — suntan cream) is currently conducting a test campaign on KOIN, Portland for the product, new on the market. Agency is Botsford, Constantine & Gardner, San Francisco.

Purity Bakeries Revise Ad Setup In 14 Markets

PURITY BAKERIES Corp., Chicago (Taystee bread, Grennan cakes), has revised the direction of its advertising activities. The following markets will be handled direct by the company out of Chicago under Walter Hopkins, advertising manager: New York, Detroit, Chicago, St. Louis, Kansas City, Flint, Toledo, Sedalia, Mo., Springfield, Mo., Dallas, Fort Worth, Abilene, Wichita Falls, Tex., Muskogee, Okla.

Advertising for the company's bakeries in the following markets will continue to be handled by Campbell-Mithun, Minneapolis: St. Paul, Minneapolis, Duluth, Cincinnati, Hamilton, O., Indianapolis, Louisville, Memphis, Nashville, Burlington, Ia., Des Moines, Columbus, Akron. Advertising plans have not been formulated.



Drawn for BROADCASTING by Sid Hix

"It Must Be Bill! He Said the Boss Would Really Know It When He Got His Wings!"

HALLICRAFTERS GET ARMY-NAVY EMBLEM

HALLICRAFTERS Co., Chicago radio equipment manufacturer now converted entirely to the manufacture of war equipment, has been awarded the Army-Navy "E" for "high achievement in production", W. J. Halligan, president, announced.

In a letter of notification from Under Secretary of War Robert P. Patterson, the company was complimented for its work on government contracts. "The high and practical patriotism of the men and women of The Hallicrafters Co. is inspiring," Secretary Patterson wrote. "Their record will be difficult to surpass, yet the Army and Navy have confidence that it was made only to be broken".

Formal presentation of the "E" banner will be made at the Hallicrafter Main plant Wednesday, Sept. 9, with Army, Navy, and civil officials present.

Avoset Feeler

AVOSET Inc., San Francisco (Avoset whipping cream) has started a test campaign in Portland, Ore., using a series of transcribed spot announcements on KOIN KGW KWJJ and KALE and in addition home economics participations on KGW. The campaign is to run through October. In addition to the mainland test campaign Avoset is using transcribed spots on KGMB and KGU, Honolulu; KINY, Juneau, and KFAR, Fairbanks, Alaska and HP5G-HOA-HOP, Panama, C. Z. Agency is Botsford, Constantine & Gardner, San Francisco.

Beet Sugar Series

CALIFORNIA GROWN SUGAR Corp., San Francisco (beet sugar) has instituted a radio campaign during the current fruit and vegetable canning season, using participations on home economics programs on five California stations (KPO KGO KHJ KFI KFAC) on an average of four times weekly. Agency is McCann-Erickson, San Francisco.

LOCAL civilian defense in action under air raid conditions has been filmed under the direction of Clair Weidenaar, of WOWO-WGL, Fort Wayne. Sound track narration was by Paul Roberts, also of WOWO-WGL.

EMPLOYES' SHOW
Corning Glass Works Series Uses Worker Talent

CORNING GLASS WORKS, Corning, N. Y., recently began a weekly *Family Party* series on WHCU, Ithaca, with music and comedy furnished by talented employes under direction of Bob Smith, formerly an m.c. with CBS and Mutual.

Broadcast from Corning by remote control, the show was designed as a vehicle of entertainment for Corning Glass Works families. Mr. Smith holds auditions at the plant, with the assistance of Joe Short, WHCU program director.

XUM

KWIK KWIZ

FOR AIR-WISE ADVERTISERS

Some call it "air force"—to others it's simply KMBC advertising. At any rate, it's the power that sends sales soaring higher and higher in the Midwest these days. When you take off with KMBC, you go places because you've got the services of by far the largest radio staff in Kansas City . . . the highest quality in programs and production . . . the strongest, most consistent promotion . . . and of course, the assurance that KMBC leads in Kansas City listeners more often than any other station. Fact is, KMBC measures first in this area by nine standards of station superiority. For a quick flight to sales heights, call in a Free & Peters man and reserve space on this "9 Way the Winner" station. From then on . . . it's happy landings!

KMBC

OF KANSAS CITY

FREE & PETERS, INC. CBS BASIC NETWORK

THE ANSWERS

K IS FOR "KITTYHAWK" (R.A.F. Fighter)

M IS FOR "MUSTANG" (British Fighter)

B IS FOR "BUFFALO" (U. S. Navy Fighter)

C IS FOR "CATALINA" (British Sea Bomber)

RCA *announces* A PLAN TO HELP YOU GET THE TUBES YOU NEED

In fulfilling the latter part of its pledge "Production for War—Cooperation for All," RCA has evolved a plan to help commercial broadcast stations obtain at least some of the Power Tubes that many of them now need.

With amateurs "off the air" for the duration, it is obvious that here is an important reservoir of needed tube types which, even though partially used, might still prove invaluable to commercial stations. Through the QST advertisement illustrated here, as well as through individual efforts by many of its Power Tube and Equipment distributors, RCA has been collecting data on the types, number and condition of tubes available from this source. These RCA distributors now welcome the opportunity to serve by putting commercial stations in touch with amateurs or others who have tubes to sell under this Plan.

Thus, if you need tubes of the types indicated in the QST advertisement and are willing to accept partially used tubes at fair prices, condition considered, we suggest that you contact your nearest RCA Power Tube and Equipment distributor at once. He'll do his best to help you get them.

A Service to Radio Amateurs and Commercial Broadcast Stations by the Transmitting Tube Division of RCA Mfg. Co.
QST
devoted entirely to
amateur radio

Many of these RCA Transmitting Tube types, now idle in amateur radio equipment, may be made available to commercial broadcast stations, thanks to the activities of RCA and RCA Power Tube and Equipment Distributors. If you need any of the types indicated in this current QST message to amateurs, advise your RCA Distributor.

PRODUCTION FOR WAR —COOPERATION FOR ALL

BROADCAST and POLICE STATIONS NEED YOUR TUBES ... new or used

Here's an opportunity to turn your idle transmitting tubes into cash—perhaps keep some important station on the air—and help your country!

A SITUATION exists today where many important broadcast stations are operating without spares, where police stations have been off the air—where important services have been curtailed for lack of a tube!

To remedy this situation RCA is appealing to amateurs and experimenters who have tubes on hand for which they have no immediate need. RCA types listed below are those for which the demand is most critical. If you have any of these tubes in good operating condition, you should get in touch with your nearest RCA Tube and Equipment Distributor. It is quite likely he will be glad to purchase them or put you in touch with stations that need these tubes. In the event that he cannot, if you will advise us of the type tubes you have, their age and condition, and the price you expect to receive for them, we will be happy to pass that information along to an interested customer.

THESE ARE THE RCA TYPES!

800	808	866
803	813	866-A
806	814	866-A/866
	815	872
	828	872-A

CQ . . . TO HAMS IN THE SERVICE
If you have any of the tubes listed below in your rig at home, write your Mother or Dad a note and ask them to get in touch with your RCA Tube and Equipment Distributor.

RCA Transmitting Tubes

RCA Manufacturing Company, Inc., Camden, N. J.

XUM

XUM

SECTION 2

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

PUBLIC LIBRARY
SEP 8 - 1942
DETROIT

Census of

RADIO HOMES IN THE UNITED STATES

by States and Counties

including

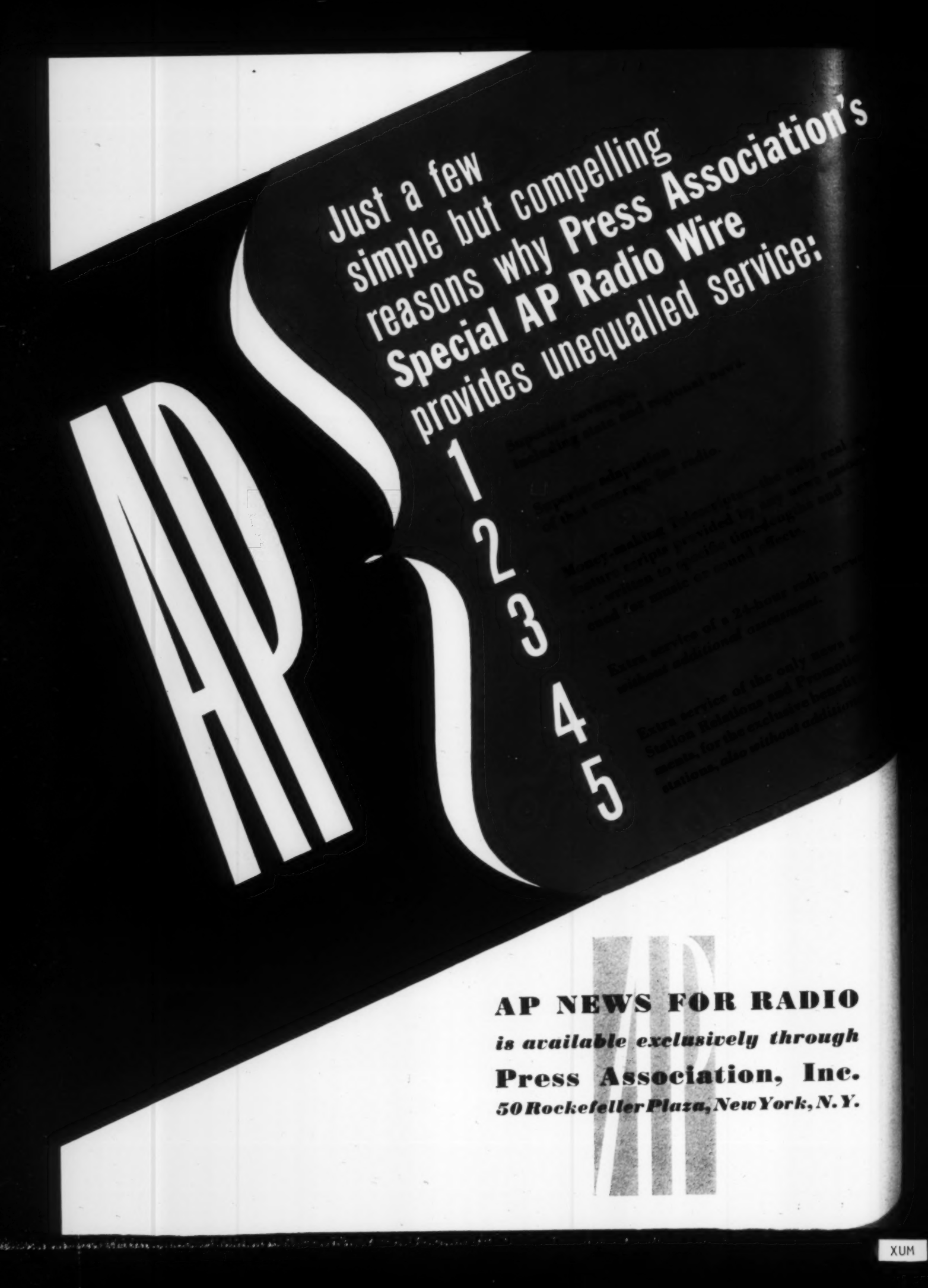
CENSUS OF RETAIL SALES AND STORES

●

POPULATION OF ALL COUNTIES AND PLACES OVER 2,500

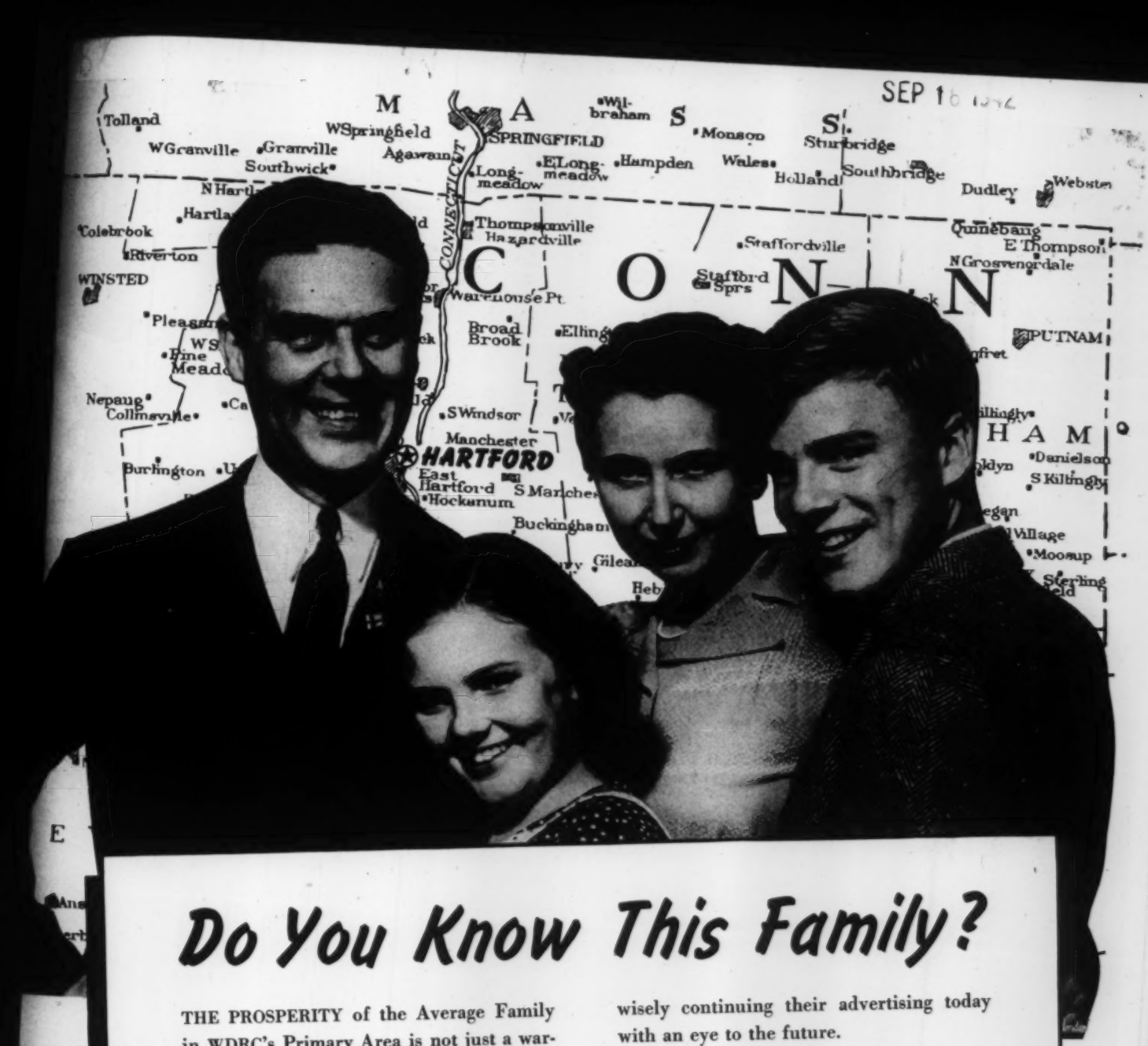
●

UP-TO-DATE STANDARD BROADCAST STATION LOG AS OF SEPT. 1, 1942


Just a few
simple but compelling
reasons why Press Association's
Special AP Radio Wire
provides unequalled service:
1
2
3
4
5
AP
AP NEWS FOR RADIO
is available exclusively through
Press Association, Inc.
50 Rockefeller Plaza, New York, N.Y.

XUM

SEP 16 1942



Do You Know This Family?

THE PROSPERITY of the Average Family in WDRC's Primary Area is not just a war-time phenomenon. Of course, business is zooming here with defense factories working three shifts a day—just as it is in similar markets throughout the country. But the thing to remember about Hartford is that it's first in peace-time too. This is assured by the diversity and stability of employment here.

WDRC's Average Family topped the 48 states in Effective Buying Income before the war *and still does.* Equally important, we believe it will continue to hold this pre-eminent position. This is a significant consideration for the many companies who are wisely continuing their advertising today with an eye to the future.

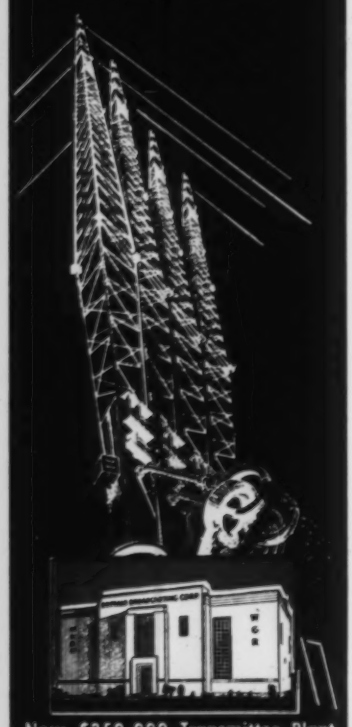
Write Wm. Malo, Commercial Manager, for the full story of this desirable market, comprising more than a million people in WDRC's Primary Area.

BASIC CBS HARTFORD

WDRC

CONNECTICUT'S PIONEER BROADCASTER

COVERAGE PROGRAMS RATE
GET ALL 3 ON WDRC

MAKES
WKBW
Buffalo only
50,000
WATT STATION
Blanketing 11 Eastern
Seaboard States
227,000 Square Miles
Over 12,000,000 people

New $350,000 Transmitter Plant
BUFFALO
BROADCASTING CORPORATION

BROADCASTING
The Weekly Newsmagazine of Radio
National Press Bldg. Broadcast Advertising Washington, D. C.

SECTION 2 • RADIO CENSUS SUPPLEMENT SEPTEMBER 7, 1942

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Alabama	14	104	Nebraska	63	115
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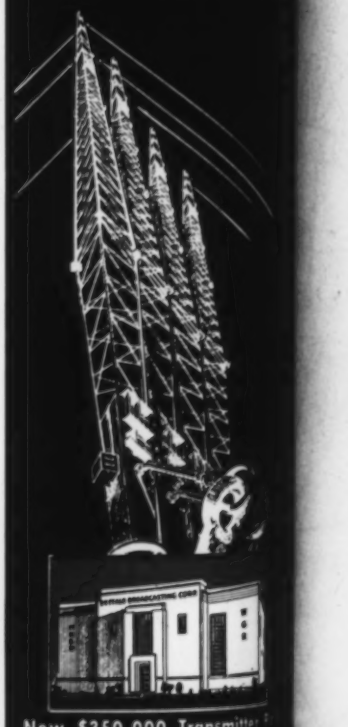
Connecticut	22	107	New York	70	117
Delaware	24	107	North Carolina	72	118
D. of C.	26	107	North Dakota	74	118
Florida	28	107	Ohio	76	118
Georgia	29	107	Oklahoma	78	120
Idaho	32	108	Oregon	80	122
Illinois	34	108	Pennsylvania	82	122
Indiana	36	109	Rhode Island	84	123
Iowa	38	110	South Carolina	85	123
Kansas	40	111	South Dakota	86	124
Kentucky	43	111	Tennessee	88	124
Louisiana	46	112	Texas	90	124
Maine	48	112	Utah	94	126
Maryland	50	112	Vermont	95	126
Massachusetts	52	112	Virginia	96	126
Michigan	54	113	Washington	98	127
Minnesota	56	114	West Virginia	100	127
Mississippi	58	114	Wisconsin	101	127
Missouri	59	115	Wyoming	102	128
Montana	62	115			

EXPLANATORY NOTES AND SYMBOLS

Number of Occupied Dwelling Units as reported by Bureau of the Census in advance releases. Percent radio-equipped calculated by NAB Research Dept., Paul F. Peter, director, from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

Log of Broadcasting Station, Symbols: *—Non-Commercial station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Service Authorization. U—Unlimited. CP—Construction Permit Issued.

GIVES
WOR
BUFFALO'S [illegible]GEST
REGIONAL [illegible]VERAGE
5000 WATTS BY DAY
1000 WATTS DIRECTIONALLY
INTENSIFIED BY NIGHT

New $350,000 Transmitter [illegible]
BUFFALO
BROADCASTING CORPORATION

XUM

HOT NUMBERS

. . . for Spot Advertisers whose Budgets must go *farther* today!

Your nearest NBC Spot Sales Office is *your* key to successful Spot Radio campaigns at lowest cost.

The 11 NBC Key Stations represented by that office have proved for many years their ability to deliver sales-messages into homes *where sales-potentials are highest and sales-resistances lowest* . . . your best bets *today!* In New York, Chicago, San Francisco, Washington, Denver. In Cleveland and Schenectady—in Boston and Philadelphia—in Pittsburgh and Fort Wayne!

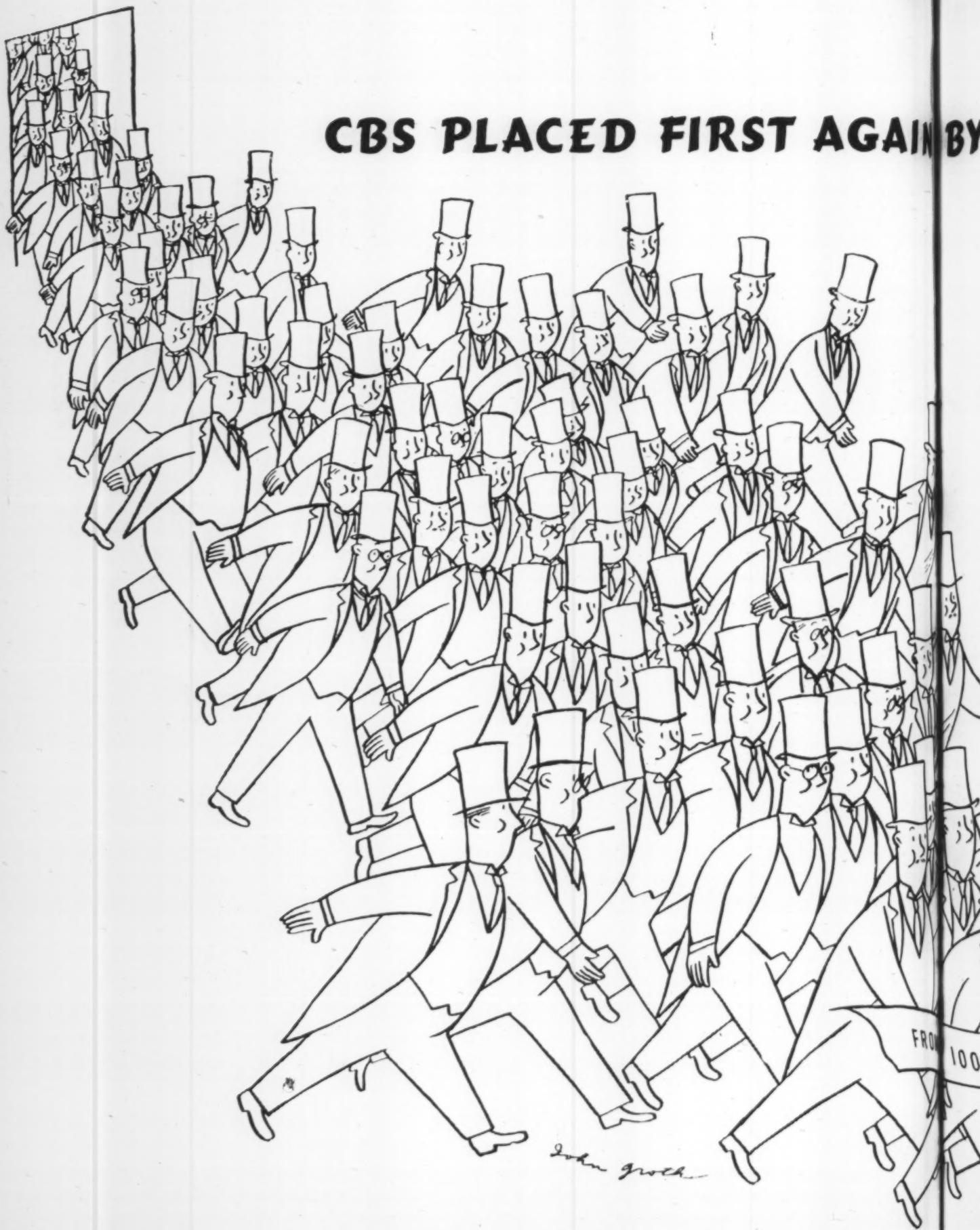
But that's not all. Any NBC Spot Sales Office will be glad to give you *the data you need* to win those markets! The listening-habits of Fort Wayne, for instance . . . the buying-habits of Boston. The reasons why Pittsburgh is a "department-store city" while Cleveland is not.

The data, in short, that lets you make full use of the inherent *flexibility* of Spot Radio. The data that lets you match your *methods* to your markets!

NBC SPOT and LOCAL SALES

Representing

WBZ Boston
WBZA Springfield
WEAF New York
WGY Schenectady
KYW Philadelphia
WRC Washington
KDKA Pittsburgh
WTAM Cleveland
WOWO Fort Wayne
WMAQ Chicago
KOA Denver
KPO San Francisco


CBS PLACED FIRST AGAIN BY
FRO
100

N BY 100 LEADING ADVERTISERS

In 1941, for the seventh straight year, CBS *was first choice among the 100 leading advertisers of the United States.*

. . . 21 per cent more of the 100 leading advertisers used CBS than the next most popular network.*

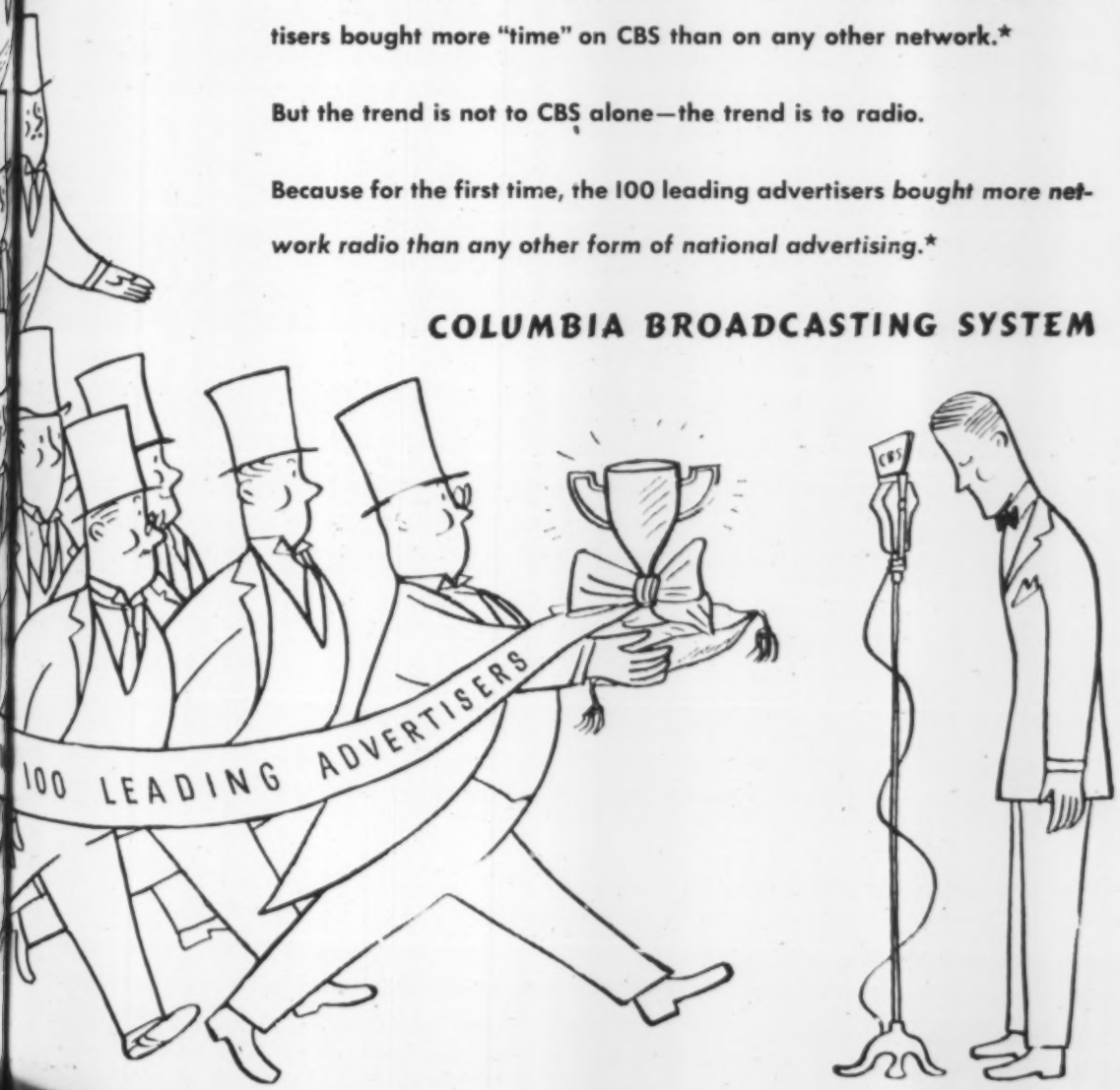
. . . CBS had 73% more *exclusive* advertisers than any other network.*

. . . And in 1941, for the second year in a row, the 100 leading advertisers bought more "time" on CBS than on any other network.*

But the trend is not to CBS alone—the trend is to radio.

Because for the first time, the 100 leading advertisers *bought more network radio than any other form of national advertising.**

COLUMBIA BROADCASTING SYSTEM



*Based on actual expenditures for 1941 as reported by: Bureau of Advertising, ANPA; Publishers' Information Bureau; and CBS Research Department.

OFFICE OF
THE DIRECTOR

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON

August 13, 1942

Dear Mr. Codel:

I have been informed that you plan to publish Census radio statistics for the States, cities and counties of the country under one cover for the convenient use of the broadcasting and broadcast advertising businesses. This utilization of the 1940 Census of Housing will, I am sure, be of great value to the enterprises in your field.

It occurs to me that you might also call the attention of your readers, particularly those concerned with market analysis, to other features of the Census of Housing which will be made available in a second series of State bulletins and later in a summary volume for all States, as fast as our overburdened facilities can produce them.

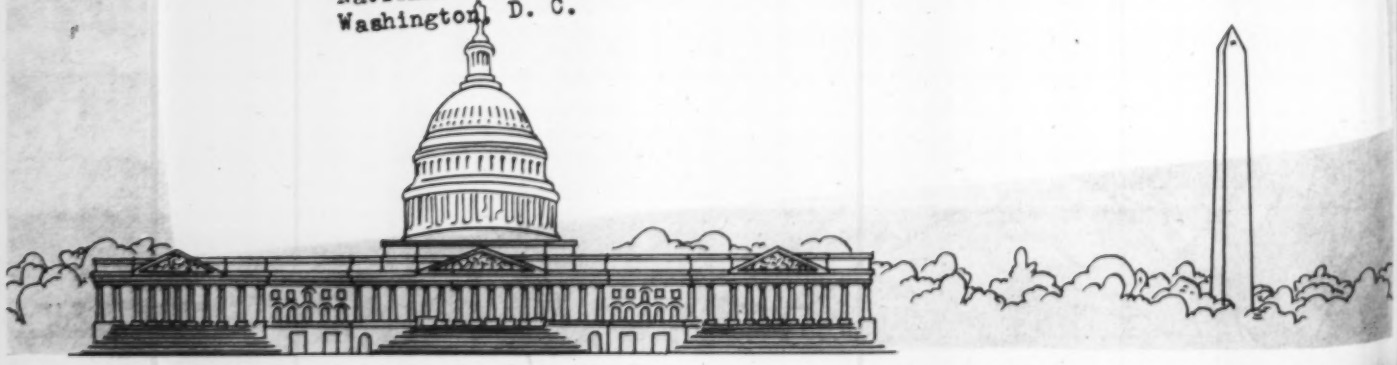
I refer to our counts of dwelling units by tenure and color; average and median value and rent; type of structure, exterior material and year built; state of repair and plumbing equipment; water supply, toilet and bathing equipment; refrigeration, lighting and heating equipment; heating and cooking fuel.

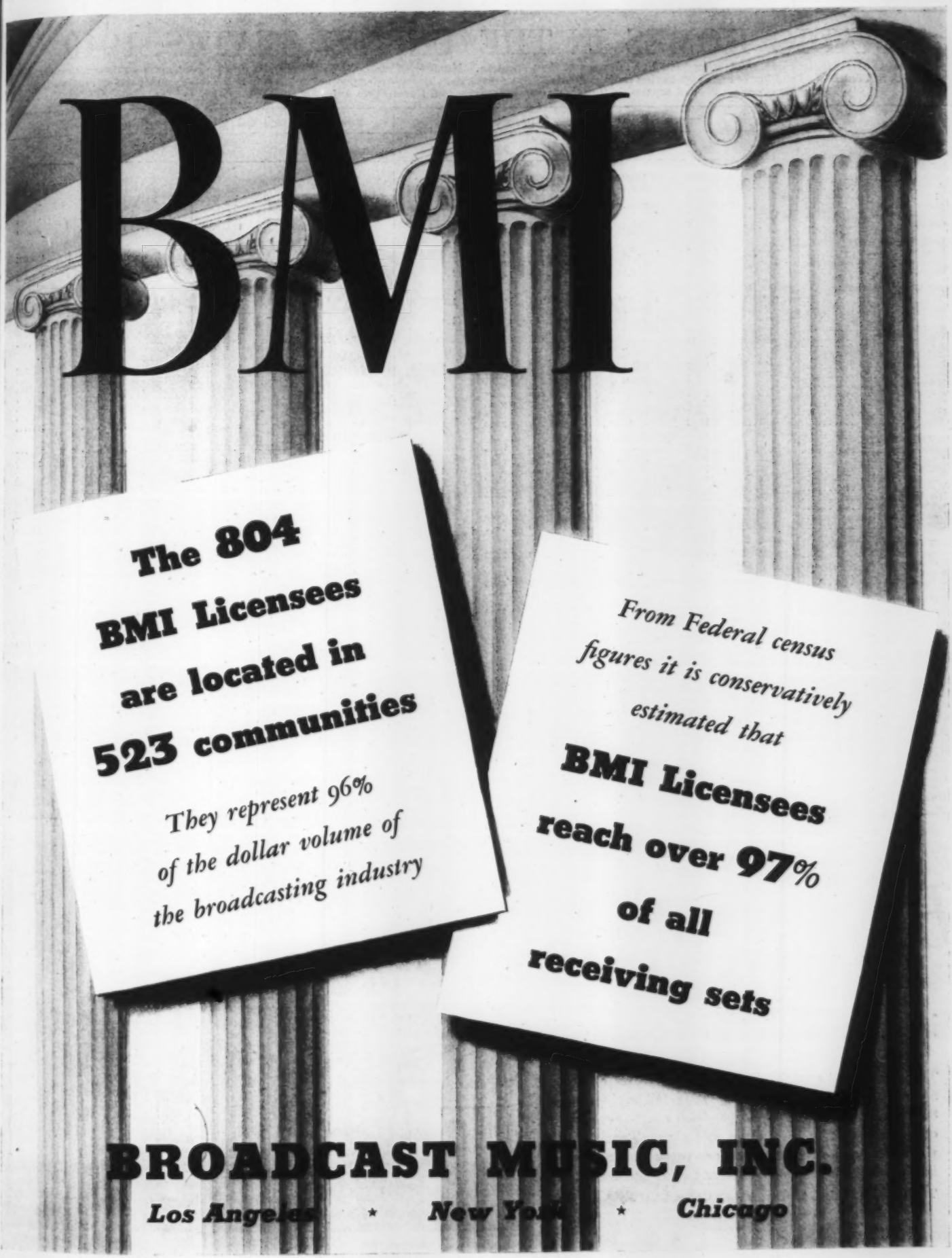
These and other data contained in the Census of Housing, it would seem, would also be of practical value to market analysts in the advertising fields, paralleling the radio homes statistics which are of most immediate interest to them.

Sincerely yours,

J. C. Capt
Director

Mr. Martin Codel, Publisher,
Broadcasting Magazine,
National Press Building,
Washington, D. C.




BMI
The 804
BMI Licensees
are located in
523 communities
They represent 96%
of the dollar volume of
the broadcasting industry
From Federal census
figures it is conservatively
estimated that
BMI Licensees
reach over 97%
of all
receiving sets
BROADCAST MUSIC, INC.
Los Angeles ★ New York ★ Chicago

RADIO HOMES IN THE UNITED STATES, 1940

Estimated by NAB Research Dept. from 1940 U. S. Census of Housing data. Number of occupied dwelling units and percent radio-equipped as reported by U. S. Census, and number of dwellings having radio estimated from census data by projecting percent ownership to the number of units not answering the radio question, applied separately to Urban, Rural-Nonfarm and Rural-Farm units for each county.

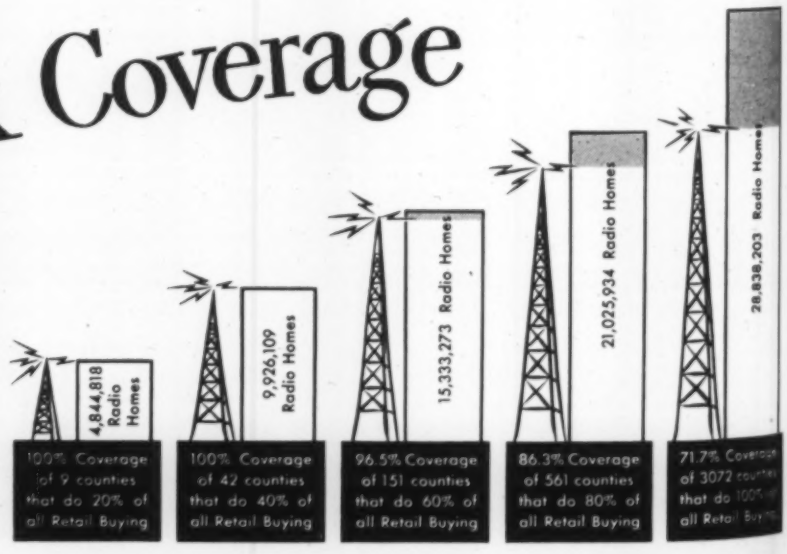
	ALL UNITS			URBAN UNITS			RURAL-NONFARM UNITS			RURAL-FARM UNITS		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
NEW ENGLAND												
Maine	218,968	86.5	189,300	88,406	93.2	82,384	90,186	84.0	75,756	40,376	77.2	31,160
New Hampshire	132,936	90.0	119,664	75,355	93.3	70,288	41,550	86.9	36,087	16,031	82.9	13,289
Vermont	92,435	88.6	81,905	32,465	95.5	31,022	35,164	87.6	30,806	24,806	80.9	20,077
Rhode Island	187,706	95.7	179,652	171,236	96.1	164,515	13,860	92.6	12,835	2,610	88.2	2,302
Massachusetts	1,120,694	96.2	1,077,642	1,002,433	96.6	968,046	94,541	93.5	88,406	23,720	89.3	21,190
Connecticut	448,682	95.7	429,260	304,364	96.4	293,316	120,205	95.3	114,605	24,113	88.5	21,339
MIDDLE ATLANTIC												
New York	3,662,113	95.5	3,498,754	3,055,529	96.7	2,953,894	423,279	92.4	391,218	183,305	83.8	153,642
New Jersey	1,100,260	95.5	1,050,612	899,637	96.2	865,508	167,675	93.2	156,229	32,948	87.6	28,875
Pennsylvania	2,515,524	92.4	2,323,980	1,711,133	95.5	1,634,454	595,341	88.7	527,953	209,050	77.3	161,573
EAST NORTH CENTRAL												
Ohio	1,897,796	91.7	1,739,399	1,291,248	95.1	1,227,295	338,164	87.8	296,949	268,384	80.2	215,155
Indiana	961,498	88.2	848,325	541,073	93.5	505,704	208,010	85.6	177,944	212,415	77.5	164,677
Illinois	2,192,724	92.3	2,023,969	1,633,017	95.3	1,555,637	310,446	86.3	267,839	249,261	80.4	200,493
Michigan	1,396,014	93.4	1,304,149	924,913	96.4	891,661	252,211	90.9	229,348	218,890	83.7	183,140
Wisconsin	827,207	91.7	758,449	463,231	96.5	446,813	161,089	88.9	143,154	202,887	83.0	168,482
WEST NORTH CENTRAL												
Minnesota	728,359	91.2	664,296	383,336	95.8	367,149	135,689	87.4	118,641	209,334	85.3	178,506
Iowa	701,824	90.2	633,168	312,393	93.7	292,724	161,077	87.6	141,059	228,354	87.3	199,385
Missouri	1,068,642	79.9	853,299	573,347	90.8	520,489	204,507	76.8	156,926	290,788	60.5	175,884
North Dakota	152,043	88.4	134,437	34,069	94.6	32,245	47,024	85.7	40,295	70,950	87.2	61,897
South Dakota	165,428	84.6	139,854	43,558	92.5	40,291	49,548	81.8	40,495	72,322	81.7	59,068
Nebraska	360,744	84.7	305,681	146,259	92.7	135,628	89,390	82.9	74,068	125,095	76.7	95,985
Kansas	511,109	83.0	424,457	224,314	90.4	202,770	128,059	82.4	105,543	158,736	73.2	116,144
SOUTH ATLANTIC												
Delaware	70,541	87.0	61,380	37,070	92.3	34,215	21,830	86.5	18,890	11,641	71.1	8,275
Maryland	465,683	88.1	410,164	286,505	93.4	267,652	124,112	84.4	104,655	55,066	68.7	37,857
District of Columbia	173,445	93.7	162,446	173,445	93.7	162,446	...	...	...	...	...	...
Virginia	627,532	67.1	421,078	244,105	84.0	205,124	174,219	67.6	117,801	209,208	46.9	98,153
West Virginia	444,815	75.1	334,239	140,556	89.7	126,098	192,771	75.4	145,265	111,488	56.4	62,876
North Carolina	789,659	61.8	487,353	239,917	77.7	186,386	217,703	67.6	147,035	332,039	46.4	153,932
South Carolina	434,968	49.6	215,636	123,503	67.1	82,831	126,119	60.0	75,509	185,346	30.9	57,296
Georgia	752,241	52.5	394,755	288,818	68.2	196,864	170,595	57.6	98,273	292,828	34.0	99,618
Florida	519,887	64.8	336,803	294,410	76.1	224,020	152,395	55.1	83,994	73,082	39.4	28,789
EAST SOUTH CENTRAL												
Kentucky	698,538	65.3	456,633	238,283	84.0	200,161	179,890	65.7	118,144	280,365	49.3	138,328
Tennessee	714,894	62.5	446,943	276,056	77.7	214,362	152,197	65.1	99,046	286,641	46.6	133,535
Alabama	673,815	49.4	332,776	227,309	69.7	158,305	157,226	54.5	85,651	289,280	30.8	88,820
Mississippi	534,956	39.9	213,312	120,360	61.5	74,048	95,920	50.9	48,834	318,676	28.4	90,430
WEST SOUTH CENTRAL												
Arkansas	495,825	50.9	252,148	123,528	72.4	89,442	111,636	53.7	59,891	260,661	39.5	102,815
Louisiana	592,528	53.3	315,261	262,927	72.6	190,789	136,615	52.5	71,689	192,986	27.3	52,783
Oklahoma	610,481	68.8	420,182	254,779	83.5	212,531	139,605	64.6	90,161	216,097	54.4	117,490
Texas	1,678,396	66.9	1,122,042	802,601	78.6	630,911	359,745	65.7	236,144	516,050	49.4	254,987
MOUNTAIN												
Montana	159,963	86.2	137,900	64,148	91.3	58,536	49,737	84.4	41,998	46,078	81.1	37,366
Idaho	141,727	86.4	122,471	50,774	91.3	46,353	41,235	84.1	34,689	49,718	83.3	41,429
Wyoming	69,374	84.4	58,531	27,332	91.5	25,003	22,842	83.2	19,011	19,200	75.7	14,517
Colorado	316,000	84.5	267,295	174,759	91.5	159,932	77,956	78.1	60,877	63,285	73.5	46,486
New Mexico	129,475	53.2	69,053	46,713	72.5	33,951	43,097	47.6	20,554	39,665	36.7	14,548
Arizona	131,133	69.0	90,394	48,924	82.4	40,328	55,813	69.3	38,646	26,396	43.3	11,420
Utah	139,487	92.4	128,923	81,758	95.0	77,679	37,115	90.2	33,465	20,614	86.3	17,779
Nevada	33,291	81.4	27,119	13,284	89.2	11,859	15,795	77.4	12,227	4,212	72.0	3,033
PACIFIC												
Washington	537,337	90.6	486,684	302,208	92.7	280,136	141,673	89.2	126,339	93,456	85.8	80,209
Oregon	337,492	88.7	299,226	172,560	93.1	160,599	92,667	86.1	79,811	72,265	81.4	58,816
California	2,138,343	92.9	1,987,204	1,568,552	95.1	1,490,991	393,950	88.5	348,375	175,841	84.1	147,838
UNITED STATES	34,854,532	82.8	28,838,203	20,596,500	91.9	18,923,385	7,151,473	79.0	5,643,130	7,106,559	60.2	4,271,688

Blue Network Coverage

in the counties that count...

There are 3,072 counties in these U. S. A. But exactly 561 of them do exactly 80% of all the retail buying. And 86% of Blue Network coverage, from coast-to-coast is concentrated in these *counties that count.* That's why the thrifty and efficient BLUE can carry your message into *more homes per dollar* than any other medium.

The Blue Network Company, A Radio Corporation of America Service


4,844,818 Radio Homes
100% Coverage of 9 counties that do 20% of all Retail Buying
9,926,109 Radio Homes
100% Coverage of 42 counties that do 40% of all Retail Buying
15,333,273 Radio Homes
96.5% Coverage of 151 counties that do 60% of all Retail Buying
21,025,934 Radio Homes
86.3% Coverage of 561 counties that do 80% of all Retail Buying
28,838,203 Radio Homes
71.7% Coverage of 3072 counties that do 100% of all Retail Buying

XUM

Are you prospecting for "Pay Air"?

"Pay air" is the broadcaster's equivalent for the miner's "pay dirt." It means air that assays rich enough in listeners to make a radio program pay dividends to its sponsor.

You'll find most of the "pay air" over the 561 coast-to-coast counties that do 80% of the nation's retail buying. And it is no coincidence at all that the Blue Network delivers 86% coverage of those 561 counties.

Such concentration is one reason why the BLUE delivers your advertising message at the *lowest cost per family* of *any* medium . . . entering the home.

There are other reasons as well. They have to do with the BLUE's policy of competitive showmanship . . . and its radically new methods of audience promotion.

Your BLUE representative can give you the full story in a very few minutes. Why not call him in? The efficiency factors that have brought more new sponsors to the BLUE in '42 than to any other network may apply as well to *your* wartime advertising problem.

The Blue Network Company, A Radio Corporation of America Service

the blue network

Advertisement

A LETTER TO SOL TAISHOFF

Dear Sol:

It was nice of you to ask me to write you a letter on local radio for this special issue of BROADCASTING. Although you didn't say so, it would be my guess that you want to give your readers a little more "dope" on local radio and what it means in these days of advertising rationing. I'm flattered to have been asked and, to the best of my ability, here goes:

Let's get it absolutely straight that local radio is not "ersatz radio." The advertiser using local radio to hold a market against the day of blooming and booming appropriations need have no fear that he is giving out with tasteless, inadequate fodder. We in the independent field can disprove that. The national advertiser who uses local radio is paying his customers a subtle compliment by using their own medium—for local stations belong to the people of the community they serve, as surely as do newspapers, local theatres, churches, ball parks and all the other civic interests.

Sol, I resent that word "local". It has an erroneous connotation fostered by the Brotherhood of Railway Employees! These fellows mean "slow" when they say "local" — and, Mr. Taishoff, local radio is anything but slow.

Wait a minute, I don't know but I'll take that back. A local train on a railroad makes all stops instead of skipping from one big shot city to another at express speed. Maybe the Brotherhood has something. That's us, Sol. We make *all* the stops. We don't miss *any*.

The other evening I helped out WMCA's War Bond sales by taking pledges telephoned to the Station. Our switchboard was all lit up like Broadway, B.H. (before Hitler) and we all had to pitch in. In rapid order, I talked to a doctor, a Bronx Italian, a most cultured lady from Park Avenue and a refugee at one of New York's lesser hotels. They all bought bonds—ranging from $5,000.00 to $25.00. All stops! I'll say!

Radio is really a terrific medium, isn't it, Sol? We have an English commentator on WMCA named Sydney Moseley and last night he got himself in a delightful predicament by fooling round with our 5,000 watts. Toward the end of his broadcast, Sydney got rampant on the subject of War Bonds. He offered to buy a bond himself, to be the equivalent of the first three pledges received by WMCA. That was a grand patriotic gesture on Sydney's part, but you can't fool with radio like that!

Twenty-five lines come into WMCA and their twenty-five lights went on—bang! In a few minutes Sydney was knee deep in bonds. The first three pledges were for $2,000.00, $100.00 and $5,000.00—a neat total which Sydney had to match, and did with a heart-warming smile that makes the term "United Nations" something of which to be proud. Incidentally, Sol, I particularly liked that $100.00 bond. I've a hunch that customer had to dig deeper than the chap with the $5,000.00 purchase. Great, isn't it? And it's radio, Sol, *local* radio—making *all* the stops.

I'd like to tell you another story, Sol. We were chosen by the New York Times as the voice for their hourly news bulletins — and we're proud of it. Every hour on the hour from 8:00 A.M. to 11:00 P.M. since December 1st, 1941, WMCA has brought the New York listener "all the news that's fit to hear." We don't let anything interrupt that service to our local market except the President or a Cabinet Member. So—during one of the twilight or night games of the Giants and the Yankees we interrupted a gent stealing second with a news bulletin on an even more important second—the second front.

Baseball fans are pretty much that way, if you know what I mean. But outside of a couple of birds who must have had a certain inning in the betting pool, we've had nothing but praise. I like that, don't you? Makes you feel that the local radio listener is a fellow who likes his amusement, but also wants the straight dope as to what's going on in the world.

Which brings me to where I should have been in the second paragraph. Local radio is good radio—and you get back proportionately what you put in. Folks don't listen to wave lengths, call letters or millivolts — they listen to *programs*. You put out and they'll take in. Of recent years, the independent stations have been putting out. We have an audience, Sol, and a big one—and we can truly say to any advertiser that that audience is willing and able to hear his story. You don't have to spend a fortune either. Good programs aren't always measured by Social Security payments. We know—we've got good programs on the air. Our advertisers know—they've bought some of them.

No, Sol—tell your advertising readers not to hesitate about using local radio, even for their biggest accounts. We'll produce. We're local radio—we make *all* the stops.

Cordially yours,

DON SHAW,
Vice-President and General Manager,
WMCA—New York

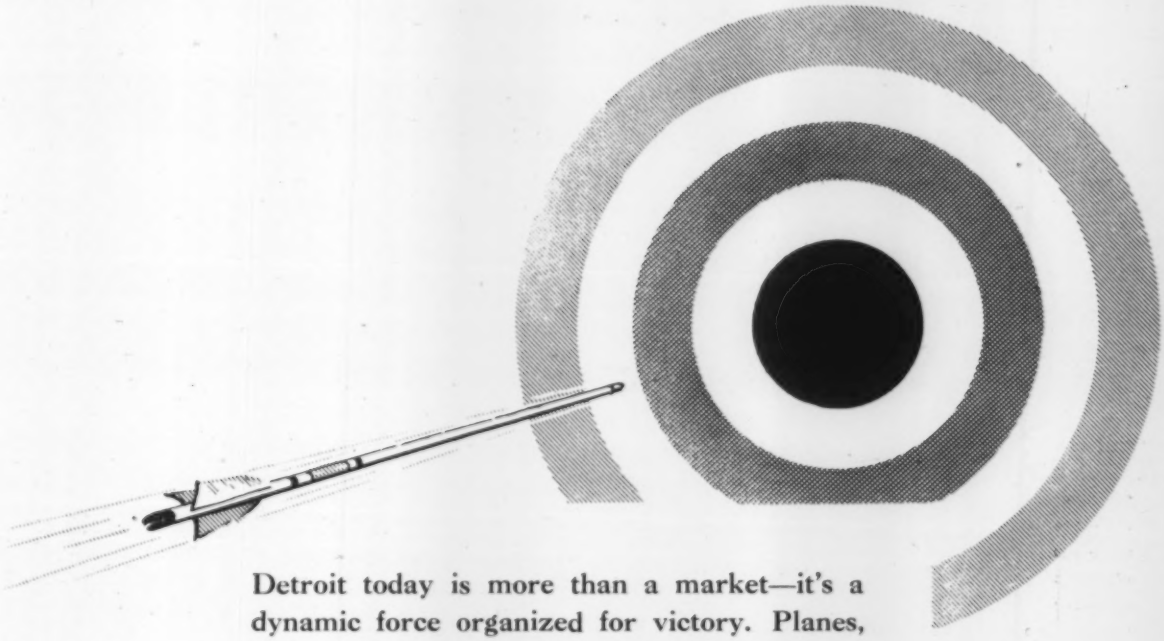
Advertisement

SUMMARY OF GROWTH OF RADIO FAMILIES
By States and Geographic Areas

State and Area	*APRIL, 1930 Total Families	*APRIL, 1930 % Radio	*APRIL, 1930 Radio Families	†JANUARY 1, 1938 Total Families	†JANUARY 1, 1938 % Radio	†JANUARY 1, 1938 Radio Families	‡APRIL, 1940 Total Families	‡APRIL, 1940 % Radio	‡APRIL, 1940 Radio Families
NEW ENGLAND									
Connecticut	388,645	54.7	212,779	437,000	92.0	402,100	448,682	95.7	429,350
Maine	197,826	39.2	77,618	221,000	91.0	201,100	218,968	86.5	189,360
Massachusetts	1,021,160	57.6	588,552	1,104,000	92.3	1,019,200	1,120,694	96.2	1,077,642
New Hampshire	119,337	44.4	53,022	136,000	91.5	124,400	132,936	90.0	119,644
Rhode Island	165,343	57.1	94,480	169,000	92.0	155,500	187,706	95.7	179,652
Vermont	89,188	44.6	39,783	99,000	89.5	88,600	92,435	88.6	81,906
Total	1,981,499	53.8	1,066,234	2,166,000	91.9	1,990,900	2,201,421	94.4	2,077,429
MIDDLE ATLANTIC									
New Jersey	985,636	63.4	624,865	1,098,000	93.1	1,022,500	1,100,260	95.5	1,050,648
New York	3,153,124	57.9	1,825,723	3,372,000	92.9	3,132,300	3,662,113	95.5	3,496,754
Pennsylvania	2,235,620	48.1	1,075,127	2,452,000	90.0	2,206,400	2,515,524	92.4	2,323,990
Total	6,374,380	55.3	3,525,715	6,922,000	91.9	6,361,200	7,277,897	94.4	6,873,344
EAST NORTH CENTRAL									
Illinois	1,929,396	55.6	1,072,995	2,063,000	90.0	1,857,100	2,192,724	92.3	2,023,960
Indiana	843,066	41.6	351,090	934,000	87.5	816,800	961,498	88.2	848,225
Michigan	1,180,554	50.6	597,629	1,220,000	92.0	1,122,200	1,396,014	93.4	1,304,149
Ohio	1,697,918	47.7	809,142	1,777,000	92.4	1,641,500	1,897,796	91.7	1,739,289
Wisconsin	711,889	51.0	363,265	735,000	83.4	612,700	827,207	91.7	758,449
Total	6,362,823	50.2	3,194,121	6,729,000	89.9	6,050,300	7,275,239	91.7	6,674,291
WEST NORTH CENTRAL									
Iowa	635,704	48.5	308,448	680,000	85.0	577,800	701,824	90.2	633,101
Kansas	487,188	38.9	189,398	501,000	73.4	367,800	511,109	83.0	424,457
Minnesota	606,496	47.3	286,886	652,000	85.4	556,900	728,359	91.2	664,256
Missouri	939,476	37.4	351,298	1,072,000	76.8	822,800	1,068,642	79.9	853,299
Nebraska	342,999	47.9	164,159	352,000	80.7	284,100	360,744	84.7	305,681
North Dakota	145,005	40.9	59,246	156,000	76.7	119,600	152,043	88.4	134,437
South Dakota	161,013	44.2	71,245	167,000	79.6	132,900	165,428	84.6	139,954
Total	3,317,881	43.1	1,430,680	3,580,000	79.9	2,861,900	3,688,149	85.6	3,155,192
SOUTH ATLANTIC									
Delaware	59,092	45.9	27,114	67,000	86.1	57,600	70,541	87.0	61,380
District of Columbia	125,554	53.9	67,640	168,000	91.0	152,900	173,445	93.7	162,446
Florida	376,499	15.4	58,128	443,000	67.2	257,900	519,887	64.8	336,808
Georgia	652,793	9.9	64,543	716,000	51.7	370,800	752,241	52.5	394,755
Maryland	385,179	42.9	165,149	410,000	86.6	355,100	465,683	88.1	410,164
North Carolina	644,033	11.2	72,059	736,000	55.5	408,600	789,659	61.8	487,353
South Carolina	365,680	7.6	27,889	407,000	50.9	207,300	434,968	49.6	215,636
Virginia	529,089	18.2	96,307	613,000	65.3	400,200	627,532	67.1	421,073
West Virginia	373,941	23.3	87,042	417,000	83.5	348,300	444,815	75.1	334,229
Total	3,511,860	19.0	665,871	3,977,000	65.3	2,598,700	4,278,771	66.0	2,823,854
EAST SOUTH CENTRAL									
Alabama	591,625	9.5	56,235	670,000	56.0	375,200	673,815	49.4	332,776
Kentucky	609,405	18.3	111,217	708,000	69.9	494,900	698,538	65.3	456,633
Mississippi	471,704	5.4	25,357	494,000	41.9	207,000	534,956	39.9	213,312
Tennessee	600,625	14.3	85,962	689,000	66.7	459,900	714,894	62.5	446,943
Total	2,273,359	12.3	278,771	2,561,000	60.0	1,537,000	2,622,203	55.3	1,449,664
WEST SOUTH CENTRAL									
Arkansas	438,639	9.1	40,096	501,000	50.8	254,800	495,825	50.9	252,148
Louisiana	485,363	11.2	54,135	510,000	58.3	297,400	592,528	53.3	315,761
Oklahoma	564,164	21.6	121,702	619,000	73.4	454,300	610,481	68.8	420,102
Texas	1,380,096	18.6	256,804	1,516,000	68.2	1,033,500	1,678,396	66.9	1,122,042
Total	2,868,262	16.5	472,737	3,146,000	64.8	2,040,000	3,377,230	62.5	2,109,633
MOUNTAIN									
Arizona	105,992	18.1	19,167	104,000	76.5	79,600	131,133	69.0	90,394
Colorado	267,324	37.8	100,959	288,000	81.0	233,500	316,000	84.5	267,295
Idaho	108,044	30.3	32,772	124,000	79.6	98,700	141,727	86.4	122,471
Montana	136,210	31.9	43,442	142,000	80.7	114,600	159,963	86.2	137,900
New Mexico	98,546	11.5	11,348	102,000	61.1	62,300	129,475	53.2	69,053
Nevada	25,469	30.6	7,795	30,000	95.0	28,500	33,291	81.4	27,119
Utah	115,936	41.1	47,632	123,000	90.2	111,000	139,487	92.4	128,923
Wyoming	56,887	34.1	19,372	62,000	80.3	49,800	69,374	84.4	58,531
Total	914,408	30.9	282,487	975,000	79.8	778,000	1,120,450	80.5	901,686
PACIFIC									
California	1,610,030	52.0	836,705	1,818,000	94.5	1,719,800	2,138,343	92.9	1,987,204
Oregon	266,328	43.5	115,948	299,000	95.5	285,400	337,492	88.7	299,225
Washington	423,833	42.3	179,493	468,000	94.7	443,300	537,337	90.6	486,684
Total	2,300,191	49.2	1,132,146	2,585,000	94.7	2,448,500	3,013,172	92.0	2,773,114
TOTAL UNITED STATES	29,904,663	40.3	12,048,762	32,641,000	81.7	26,666,500	34,854,532	82.8	28,838,292

* Official U. S. Census of 1930. † Estimates of Joint Committee on Radio Research. ‡ Official U. S. Census of 1940, as projected by NAB Research Bureau.

Straight to Buying Power...



Detroit today is more than a market—it's a dynamic force organized for victory. Planes, tanks, trucks, guns, and shells are rolling from production lines in the greatest industrial war effort the world has ever witnessed. Already 550,000 are employed in war work here; 660,000 will be employed by November. Hourly paid workers, alone, in this area receive an estimated 29 MILLION DOLLARS weekly in wages.

If you have merchandise to sell or a good name to uphold, tell Detroit about it now. WWJ, the most-listened-to radio station in Detroit, will take your message straight to the heart of this tremendous buying power. Investigate the present and future possibilities of Detroit and WWJ—NOW.

WWJ

National Representatives

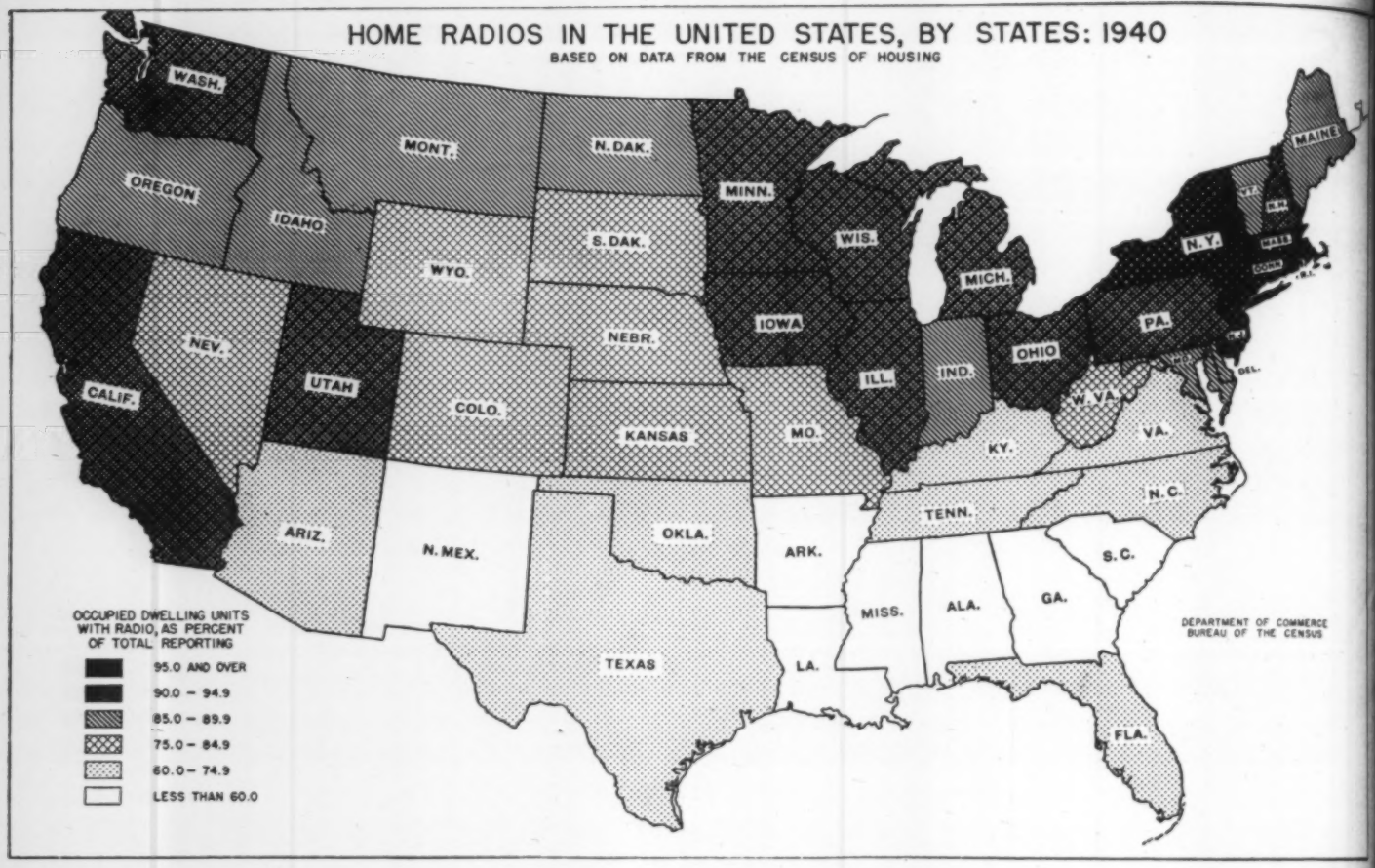
George P. Hollingbery Company

New York -:- Chicago -:- Atlanta

San Francisco -:- Los Angeles

Associate Station W45D—FM

Owned and Operated by The Detroit News



This Map is the ACN Sales Story

● Examine this map. The blackest area pictures 95% or more radio homes.

Then check the location and coverage of ACN stations . . . eight basic and two supplementary outlets in major markets from Boston to Washington, D. C.

That's your cue for sales. The ACN market is "waste-free". It's yours at the cost of one major New York City station.

Here, linked by Class "A" lines throughout, are the ten stations of the Atlantic Coast Network:

BASIC NETWORK

WNEW—New York	10,000
WPEN—Philadelphia	5,000
WFBR—Baltimore	5,000
WNBC—Hartford	5,000
WFCI—Pawtucket, Providence	1,000
WELI—New Haven (Day)	1,000
(Night)	500
WCOP—Boston	500
WWDC—Washington	250
(100 watt booster)	

SUPPLEMENTARY NETWORK

WBOC—Salisbury, Md.	250
WJEJ—Hagerstown, Md.	250

JUST OFF THE PRESS—complete coverage and market data brochure. Write for your copy.

ATLANTIC COAST NETWORK Inc.

501 MADISON AVENUE • NEW YORK CITY

John Blair & Company • National Representatives

XUM

More about Chicago's

NEW

radio operation!

● Last week we told you about the new ideas and ideals, the new radio *operation*, we are trying to build here in the Chicago area.

Now about our new broadcasting *philosophy*, and the new *market* to which we have dedicated ourselves.

Our new *broadcasting philosophy* is simply this—that America has had its industrial revolution, that Mrs. Lorgnette Heavydough Jones is gone, and that America's elite are now typified by Joe W. Citizen, the man whose sweat and work and votes and *consuming-power* are the commercial present-and-future of the world. You take "the carriage trade", if you can find it—we'll broadcast to Joe and his family!

Our new market is simply a couple of million big and little Joes and Janes who live in the Calumet Corner. We think that nobody has done a good job with our people before. First, because until recently they were the underprivileged one-third who didn't count very much. Second, because everybody was so busy catering to farmers or to "the Joneses" out in the North Shore section that they didn't hear the roar of the blast furnaces out on the south shore. Third, it's difficult to speak convincingly to both Mrs. Lorgnette H. Jones and to Mr. Joe W. Citizen, at one and the same time.

Here at WJWC, we don't have any of those difficulties. Our transmitter is located in the heart of the great Calumet Corner industrial section (four billion in war contracts), where we pour our primary signal down Joe's collar. Our speech is not only intelligible to Joe and his family—it's downright *fascinating*, because it's *beamed to his mind* as well as to his neighborhood. . . .

We have only told you the high spots of the story. May we have the opportunity to give you all the facts, either through one of our representatives or through Free & Peters?

WJWC

HAMMOND-CHICAGO

***Supercharged* Coverage of Chicago's *New Wealth*—the Working People!**

General Offices: 165 N. Michigan Avenue, Chicago

FREE & PETERS, INC.
Exclusive National Representatives

ALABAMA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Autauga	4,973	29.8	1,483	734	60.6	445	927	41.1	381	3,312	19.8	657
Baldwin	8,000	46.2	3,699	....	....	....	4,686	46.7	2,187	3,314	45.6	1,512
Barbour	7,657	29.2	2,231	1,781	42.0	748	1,560	42.2	659	4,316	19.1	824
Bibb	4,636	45.9	2,122	....	....	....	2,365	59.3	1,402	2,271	31.7	720
Blount	6,665	42.9	2,858	....	....	....	1,593	57.3	912	5,072	38.4	1,946
Bullock	4,673	20.6	951	949	46.8	444	514	38.7	199	3,210	09.6	308
Butler	7,382	31.9	2,345	1,323	53.6	709	1,844	35.6	657	4,215	23.2	979
Calhoun	15,021	58.8	8,830	8,466	66.6	5,637	3,004	58.0	1,744	3,551	40.8	1,449
Chambers	9,888	47.0	4,629	1,533	69.5	1,066	4,344	60.6	2,631	4,011	23.2	932
Cherokee	4,419	57.0	2,520	....	....	....	718	64.0	459	3,701	55.7	2,061
Chilton	6,585	43.4	2,851	1,044	61.4	641	1,330	44.9	597	4,211	38.3	1,613
Choctaw	4,574	22.3	1,021	....	....	....	1,187	33.9	402	3,387	18.3	619
Clarke	6,379	28.8	1 841	....	....	....	2,547	44.5	1,134	3,832	18.5	707
Clay	3,878	38 5	1,498	....	....	....	963	56.1	540	2,915	32.9	958
Cleburne	2,992	34.8	1,044	....	....	....	697	48.5	338	2,295	30.7	706
Coffee	7,311	37.1	2,718	1,220	54.0	659	1,148	48.0	551	4,943	30.5	1,508
Colbert	8,245	55.6	4,572	3,576	66.7	2,387	1,735	56.9	987	2,934	40.8	1,198
Conecuh	5,650	26 3	1 480	....	....	....	1,504	38.5	579	4,146	21.7	901
Coosa	2,971	35 5	1 057	....	....	....	930	48.7	453	2,041	29.6	604
Covington	9,970	40.8	4,088	3,513	54.1	1,901	1,319	44.6	589	5,138	31 1	1.598
Crenshaw	5,608	30.9	1,730	....	....	....	1,645	43.5	716	3,963	25.6	1,014
Cullman	10,690	54.5	5,825	1,385	77.6	1,075	1,151	62.1	714	8,154	49.5	4,036
Dale	5,326	39.4	2,100	1,004	50.8	510	790	47.2	373	3,532	34.4	1,217
Dallas	13,733	29.7	4,056	5,568	51.0	2,838	1,103	47.5	524	7,062	09.8	694
De Kalb	9,898	49.8	4,956	1,180	78.8	930	1,234	62.3	769	7,484	43.5	3,257
Elmore	7,755	41.1	3,189	806	67.2	541	2,124	57.0	1,211	4,825	29.8	1,437
Escambia	6,766	36.5	2,479	1,684	53.8	906	2,476	34.5	854	2,606	27.6	719
Etowah	17,197	68.2	11,739	10,517	77.6	8,160	2,226	59.8	1,332	4,454	50.5	2,247
Fayette	4,950	44.7	2,212	747	66.1	494	526	65.0	342	3,677	37.4	1,376
Franklin	6,090	44.2	2,690	895	63.4	567	1,168	57.1	666	4,027	36.2	1,457
Geneva	6,600	35.9	2,370	708	55.8	395	1,615	45.4	732	4,277	29.1	1,243
Greene	4,720	14.2	671	....	....	....	866	37.2	322	3,854	09.1	349
Hale	5,952	19.2	1,138	....	....	....	1,250	45.1	564	4,702	12.2	574
Henry	4,857	32.2	1,568	....	....	....	1,239	47.1	584	3,618	27.2	984
Houston	11,161	46.4	5,200	4,458	57.8	2,578	1,297	44.5	577	5,406	37.8	2,045
Jackson	9,127	45.6	4,172	788	69.3	546	2,558	51.0	1,306	5,781	40.1	2,320
Jefferson	119,034	75.3	89,654	85,097	79.2	67,386	28,343	67.2	19,057	5,594	57.4	3,211
Lamar	4,401	43.2	1,903	....	....	....	1,030	58.7	605	3,371	38.5	1,298
Lauderdale	10,828	52.9	5,728	3,965	68.4	2,710	1,685	51.2	863	5,178	41.6	2,155
Lawrence	6,216	36.7	2,286	....	....	....	1,498	43.3	648	4,718	34.7	1,638
Lee	8,726	38.4	3,344	3,710	55.8	2,070	1,149	48.2	554	3,867	18.6	720
Limestone	8,042	41.7	3,356	1,172	73.1	857	805	38.6	311	6,065	36.1	2,188
Lowndes	5,364	13.2	707	....	....	....	783	36.0	282	4,581	09.3	425
Macon	6,354	25.5	1,631	1,042	57.8	603	756	52.6	398	4,556	13.8	630
Madison	15,325	54.9	8,412	3,482	67.3	2,343	5,045	64.3	3,243	6,798	41.6	2,826
Marengo	8,651	18.7	1,626	1,201	41.8	502	1,321	36.0	476	6,129	10.6	648
Marion	6,252	45.7	2,860	....	....	....	1,844	69.6	1,283	4,408	35.8	1,577
Marshall	9,713	55.2	5,367	2,041	71.5	1,459	1,080	70.2	758	6,592	47.8	3,150
Mobile	35,768	60.1	21,526	22,087	66.2	14,627	11,019	52.0	5,726	2,662	44.1	1,173
Monroe	6,446	28.5	1,847	....	....	....	1,926	44.4	855	4,520	21.9	992
Montgomery	29,520	53.8	15,879	21,932	62.9	13,805	1,999	49.4	987	5,589	19.4	1,087
Morgan	11,815	60.9	7,194	5,281	76.0	4,015	1,351	57.8	781	5,183	46.3	2,398
Perry	5,925	20.6	1,215	....	....	....	1,621	37.6	609	4,304	14.1	606
Pickens	6,259	33.1	2,078	....	....	....	1,610	53.4	860	4,649	26.2	1,218
Pike	7,757	36.1	2,806	2,037	53.8	1,097	1,114	49.4	550	4,606	25.2	1,159
Randolph	5,780	42.9	2,486	1,084	70.7	767	694	53.4	370	4,002	33.7	1,349
Russell	8,547	37.4	3,169	4,055	56.8	2,302	1,155	42.7	493	3,337	11.2	374
St. Clair	6,275	49.2	3,082	10	66.7	7	3,279	62.0	2,033	2,986	34.9	1,042
Shelby	6,797	46.6	3,170	....	....	....	3,878	52.8	2,047	2,919	38.5	1,123
Sumter	6,381	18.5	1,202	....	....	....	1,887	41.0	773	4,494	09.5	429
Talladega	11,345	43.6	4,980	3,699	61.1	2,260	3,148	53.5	1,685	4,498	23.0	1,035
Tallapoosa	8,248	48.8	4,005	1,668	64.7	1,079	2,670	64.6	1,725	3,910	30.7	1,201
Tuscaloosa	17,469	52.4	9,168	7,441	63.3	4,707	4,440	52.0	2,310	5,588	38.5	2,151
Walker	14,718	56.8	8,358	2,426	68.2	1,532	7,751	59.6	4,616	4,541	48.7	2,210
Washington	3,566	26.9	958	....	....	....	1,620	29.3	474	1,946	24.9	484
Wilcox	5,957	17.4	1,034	....	....	....	1,375	36.3	500	4,582	11.7	534
Winston	4,037	45.1	1,812	....	....	....	1,167	67.9	792	2,870	35.5	1,020
State Total	673,815	49.4	332,776	227,309	69.7	158,305	157,226	54.5	85,651	289,280	30.8	88,820

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Anniston	6,697	65.8	4,404
Birmingham	71,798	79.6	57,157
Gadsden	9,300	78.4	7,287
Mobile	20,512	67.8	13,917
Montgomery	21,932	62.9	13,805
Tuscaloosa	6,556	63.4	4,158

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
ANNISTON	WHMA 1450	250
BESSEMER	WJLD 1400	250
BIRMINGHAM	WAPI 1170	5,000-LS 1,000-N SA-5,000-U
	WBRC 960	5,000
	WSGN 610	5,000-LS 1,000-N
DECATUR	WMSL 1400	250
DOTHAN	WAGF 1400	250-D
GADSDEN	WJBY 1240	250
HUNTSVILLE	WBHP 1230	250
MOBILE	WALA 1410	5,000
	WMOB 1230	250
MONTGOMERY	WCOV 1240	250
	WFSA 1440	1,000-LS 500-N
MUSCLE SHOALS	WLAY 1450	250
OPELIKA	WJHO 1400	250-LS 100-N
SELMA	WHBB 1490	100
TUSCALOOSA	WJRD 1230	250

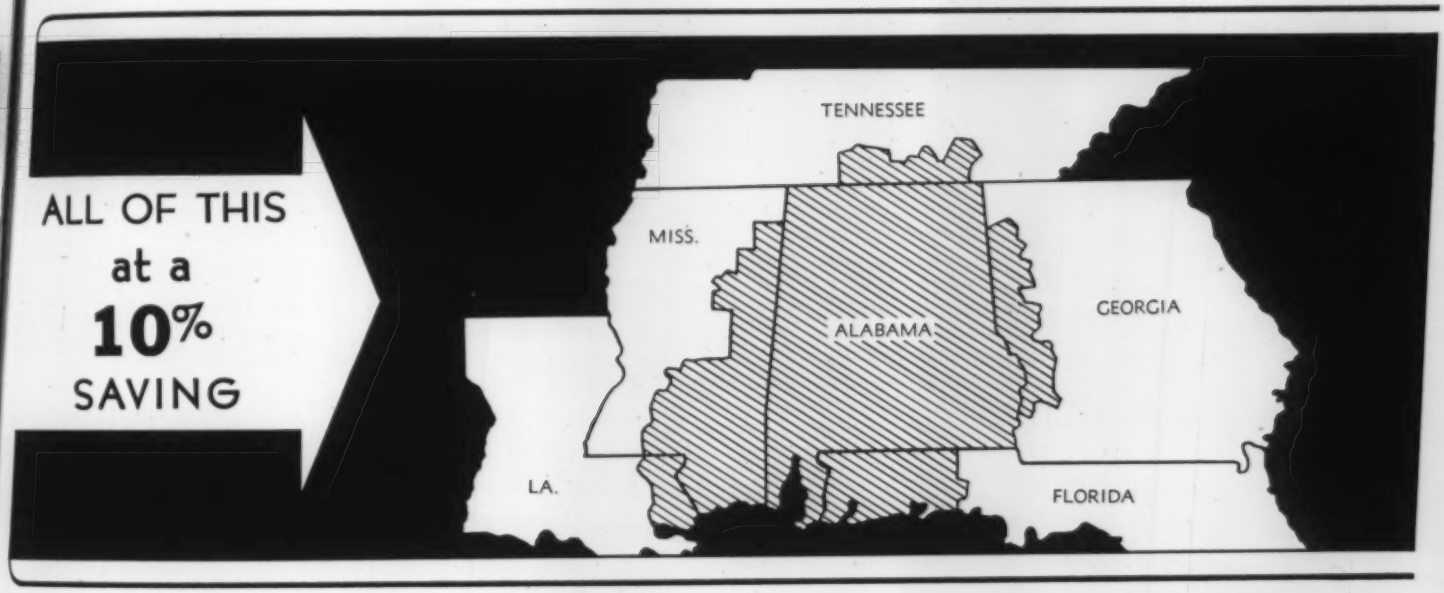
WSGN, Birmingham

is Alabama's most popular radio station day and night among farmers and laborers. Survey figures available upon request.

WSGN

610 KC • 5000 watts day • 1000 watts night

For COMPLETE COVERAGE of ALABAMA'S RADIO FAMILIES use *The* ALABAMA TRIO



WSGN

BIRMINGHAM

With its 5,000 watt daytime power (1,000 watts after local sunset) and its 610 "preferred position", WSGN has the widest rural coverage of any Birmingham station—in fact, a recent field intensity survey indicates that WSGN has the widest coverage in the state. To blanket Alabama's radio families, use WSGN and all the Alabama Trio.

610 kc.

Here's proof that WSGN does the trick: right now WSGN is carrying almost *twice* as many local commercial quarter-hour units as the Number 2 station in this respect, and almost *three* times as many as the Number 3 station—this despite the fact that WSGN's local rate is in many instances higher than the other stations!

WSFA

MONTGOMERY

Figures do not lie—but times do change. And what has happened to WSFA's trading area since 1940 census figures were compiled has been little short of phenomenal. WSFA covers an area blistering with defense production and Army Base activity. To blanket Alabama's radio families, use WSFA and all the Alabama Trio!

1440 kc.

Here's proof of what's happened to WSFA's trading area: Montgomery's civilian population has skyrocketed from 78,000 in 1940 to 129,000 in 1942, with a still greater total indicated by 150,000 sugar ration books. And this does not include Montgomery's tremendous military population! War projects in the millions and defense industries working overtime explain why the curve of Montgomery retail sales is going steadily up.

WALA

MOBILE

With its 5,000 watts day and night, WALA covers the now teeming Gulf Coast area. It's the "hit" shows that count—and NBC standouts are aired over WALA, with morning-to-night audiences kept loyal by local programs attuned to sectional preferences. To blanket Alabama's radio families, use WALA and all the Alabama trio.

1410 kc.

Here's proof that the Mobile area is a booming market: the number of shipworkers in August 1942 was *forty* times that of 1939; driving licenses in Mobile County upped 30% over 1941; gas consumption jumped from a 1940 total of 2,867,427,000 cubic feet to 1,928,454,000 cubic feet for the FIRST QUARTER of 1942, and Metropolitan Mobile population from Sugar Ration statistics, indicates an increase of 77,363 over 1940.

REPRESENTED BY HEADLEY-REED CO.

ARIZONA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Apache	5,240	27.5	1,433	....	....	....	1,971	59.2	1,167	3,269	8.1	266
Cochise	9,190	77.5	7,126	3,991	82.5	3,294	3,902	76.0	2,966	1,297	66.8	866
Coconino	4,677	52.7	2,459	2,061	74.9	1,543	926	67.2	623	1,690	17.3	293
Gila	6,616	73.2	4,844	3,094	83.1	2,571	2,897	70.1	2,031	625	38.8	242
Graham	2,894	64.9	1,878	....	....	....	1,822	70.6	1,287	1,072	55.2	591
Greenlee	2,185	73.4	1,602	659	71.9	474	1,215	77.7	944	311	59.3	184
Maricopa	50,455	73.8	37,208	23,273	82.6	19,226	17,779	69.3	12,316	9,403	60.3	5,666
Mohave	2,654	64.6	1,713	....	....	....	2,301	67.4	1,551	353	46.0	162
Navajo	5,911	44.2	2,629	1,272	84.1	1,070	1,999	64.7	1,293	2,640	10.1	266
Pima	19,050	79.3	15,092	9,964	86.0	8,568	8,015	75.2	6,025	1,071	46.6	499
Pinal	6,979	54.7	3,815	....	....	....	4,906	62.5	3,066	2,073	36.1	749
Santa Cruz	2,377	66.6	1,582	1,277	72.0	919	801	61.9	496	299	55.8	167
Yavapai	7,822	72.4	5,666	1,917	81.2	1,556	4,932	70.0	3,452	973	67.6	658
Yuma	5,083	65.9	3,347	1,416	78.2	1,107	2,347	60.9	1,429	1,320	61.4	811
State Total	131,133	69.0	90,394	48,924	82.4	40,328	55,813	69.3	38,646	26,396	43.3	11,420

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Phoenix	19,287	84.2	16,249
Tucson	9,964	86.0	8,568

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
GLOBE	KWJB 1240	250
JEROME	KCRJ 1340	250
LOWELL	KSUN 1230	250
PHOENIX	KOY 550	1,000 CP-5,000-LS
	KPHO 1230	250
	KTAR 620	5,000
PRESCOTT	KYCA 1490	250
SAFFORD	KGLU 1450	250
TUCSON	KTUC 1400	250
	KVOA 1290	1,000
YUMA	KYUM 1240	250

TO *Sell* ARIZONA--

Use KOY and the

ARIZONA NETWORK

KTUC Tucson KSUN Bisbee-Lowell

Represented by JOHN BLAIR & COMPANY

KOY CBS

1000 Watts on

550

"That Explains the Coverage"

PHOENIX Affiliated with Station WLS Chicago

ARKANSAS

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Arkansas	6,455	55.2	3,556	1,685	67.9	1,145	1,684	57.0	960	3,086	47.0	1,451
Ashley	6,789	40.8	2,762	1,336	69.3	926	1,687	47.7	805	3,766	27.4	1,031
Baxter	2,520	45.2	1,140	....	....	....	780	60.2	470	1,740	38.5	670
Benton	10,101	59.4	5,997	1,954	79.7	1,558	2,200	62.5	1,374	5,947	51.5	3,065
Boone	4,221	61.5	2,591	1,231	82.6	1,017	589	51.4	303	2,401	52.9	1,271
Bradley	4,487	50.5	2,263	749	81.5	611	1,859	49.6	922	1,879	38.8	730
Calhoun	2,269	39.9	907	....	....	....	743	47.3	351	1,526	36.4	556
Carroll	4,053	58.8	2,384	....	....	....	1,448	69.8	1,010	2,605	52.7	1,374
Chicot	7,403	30.0	2,223	929	39.5	367	1,655	45.0	745	4,819	23.1	1,111
Clark	6,115	50.3	3,111	1,403	71.4	1,001	1,749	54.3	950	2,963	39.1	1,160
Clay	6,961	58.0	4,041	....	....	....	2,416	64.1	1,549	4,545	54.8	2,492
Cleburne	3,193	49.5	1,580	....	....	....	857	59.9	513	2,336	45.7	1,067
Cleveland	2,917	40.9	1,193	....	....	....	877	46.5	406	2,040	38.5	785
Columbia	7,406	44.9	3,363	1,248	69.6	869	1,457	57.4	836	4,701	35.3	1,658
Conway	4,984	47.3	2,364	1,217	71.5	870	831	38.9	323	2,936	39.9	1,171
Craighead	11,584	66.4	7,695	3,289	80.2	2,637	2,015	65.6	1,322	6,280	59.5	3,736
Crawford	5,942	54.2	3,225	1,533	73.0	1,119	1,629	49.2	801	2,780	47.0	1,305
Crittenden	11,586	28.8	3,345	1,025	48.2	494	2,033	44.6	907	8,528	22.8	1,944
Cross	6,299	41.3	2,603	1,021	59.8	611	971	47.3	459	4,307	35.6	1,533
Dallas	3,560	41.1	1,461	975	56.5	551	1,075	31.5	339	1,510	37.8	571
Desha	7,129	31.7	2,261	1,082	65.8	712	1,552	41.8	649	4,495	20.0	900
Drew	4,955	34.6	1,713	1,042	66.5	693	1,054	37.7	398	2,859	21.7	622
Faulkner	6,351	57.5	3,652	1,587	77.4	1,228	712	48.8	347	4,052	51.3	2,077
Franklin	3,859	54.6	2,106	....	....	....	1,597	59.4	948	2,262	51.2	1,158
Fulton	2,546	44.1	1,122	....	....	....	540	61.2	330	2,006	39.5	792
Garland	11,525	65.6	7,562	6,358	72.9	4,633	3,325	61.6	2,049	1,842	47.8	880
Grant	2,607	50.2	1,308	....	....	....	1,103	56.9	627	1,504	45.3	681
Greene	7,360	64.2	4,733	2,047	83.2	1,702	809	54.0	437	4,504	57.6	2,594
Hempstead	8,079	43.4	3,502	2,104	62.0	1,304	981	47.9	470	4,994	34.6	1,728
Hot Spring	4,725	51.9	2,444	1,492	68.4	1,021	1,077	46.4	499	2,156	42.9	924
Howard	4,169	47.2	1,984	810	69.4	562	929	61.2	568	2,430	35.2	854
Independence	6,253	57.4	3,584	1,408	77.2	1,087	1,239	48.8	604	3,606	52.5	1,893
Izard	3,103	45.7	1,418	....	....	....	688	62.6	431	2,415	40.9	987
Jackson	6,413	48.0	3,080	1,264	59.5	752	1,188	48.8	580	3,961	44.1	1,748
Jefferson	17,807	41.8	7,412	6,378	72.3	4,611	3,384	35.4	1,198	8,045	19.9	1,603
Johnson	4,706	53.9	2,541	924	77.8	719	1,253	51.0	638	2,529	46.8	1,184
Lafayette	4,274	36.4	1,554	....	....	....	1,524	50.9	776	2,750	28.3	778
Lawrence	5,429	56.5	3,069	....	....	....	1,904	63.4	1,207	3,525	52.8	1,862
Lee	6,819	29.7	2,024	1,373	48.3	663	522	44.6	233	4,924	22.9	1,128
Lincoln	4,916	25.6	1,263	....	....	....	1,013	42.1	427	3,903	21.4	836
Little River	4,082	35.8	1,458	....	....	....	1,621	50.6	820	2,461	25.9	638
Logan	6,070	56.8	3,441	895	76.4	684	1,543	60.0	925	3,632	50.4	1,832
Lonoke	7,619	48.2	3,666	....	....	....	2,101	64.3	1,352	5,518	41.9	2,314
Madison	3,523	38.3	1,348	....	....	....	508	58.7	298	3,015	34.8	1,050
Marion	2,340	45.4	1,063	....	....	....	568	54.0	307	1,772	42.6	756
Miller	8,359	52.0	4,333	3,403	69.9	2,377	1,359	48.2	655	3,597	36.2	1,301
Mississippi	19,891	50.4	10,021	4,031	63.1	2,542	2,603	58.1	1,513	13,257	45.0	5,966
Monroe	5,291	38.4	2,030	1,708	33.1	842	727	39.7	289	2,856	31.5	899
Montgomery	2,221	43.9	975	....	....	....	698	51.8	362	1,523	40.3	613
Nevada	4,807	46.9	2,256	902	63.7	575	760	58.8	447	3,145	39.2	234
Newton	2,455	33.4	820	....	....	....	264	54.8	145	2,191	30.8	675
Ouachita	7,671	48.4	3,722	2,476	61.2	1,516	2,910	50.7	1,477	2,285	31.9	729
Perry	1,966	38.2	754	....	....	....	752	45.7	344	1,214	33.8	410
Phillips	12,809	32.5	4,171	4,158	46.9	1,949	2,187	41.1	898	6,464	20.5	1,324
Pike	2,953	46.5	1,372	....	....	....	1,214	57.9	702	1,739	38.5	670
Poinsett	8,757	50.9	4,460	1,577	64.6	1,019	1,524	57.7	880	5,656	45.3	2,561
Polk	4,070	46.2	1,885	1,032	69.8	720	847	46.2	392	2,191	35.3	773
Pope	6,342	52.2	3,307	1,650	74.4	1,227	1,691	48.6	822	3,001	41.9	1,258
Prairie	3,785	49.1	1,860	....	....	....	1,448	52.3	757	2,337	47.2	1,103
Pulaski	42,112	71.7	30,215	30,564	79.3	24,235	6,523	55.3	3,610	5,025	47.2	2,370
Randolph	4,438	49.6	2,210	798	68.0	543	497	46.9	233	3,143	45.6	1,434
St. Francis	9,223	31.8	2,922	1,655	60.8	1,005	1,284	43.8	563	6,284	21.5	1,354
Saline	4,412	57.6	2,539	1,044	75.0	783	863	60.9	526	2,505	49.1	1,230
Scott	3,320	52.9	1,757	....	....	....	1,543	56.9	878	1,777	49.5	879
Searcy	2,803	38.1	1,070	....	....	....	726	51.6	374	2,077	33.5	696
Sebastian	16,765	73.4	12,301	10,171	81.0	8,234	3,700	63.4	2,344	2,894	59.5	1,723
Sevier	3,822	49.2	1,877	858	73.9	634	970	51.6	500	1,994	37.3	743
Sharp	2,826	47.4	1,339	....	....	....	815	57.6	469	2,011	43.2	870
Stone	1,986	38.7	768	....	....	....	279	57.8	161	1,707	35.6	607
Union	13,275	59.1	7,826	4,683	76.0	3,561	5,072	57.7	2,924	3,520	38.1	1,341
Van Buren	2,981	43.8	1,306	....	....	....	693	54.9	380	2,288	40.5	926
Washington	11,099	60.1	6,666	3,378	80.1	2,706	1,771	62.0	1,098	5,950	48.1	2,862
White	9,474	54.6	5,177	1,681	76.5	827	2,657	55.9	1,485	5,736	49.9	2,865
Woodruff	5,312	45.4	2,410	....	....	....	1,954	50.9	994	3,358	42.2	1,416
Yell	5,096	52.7	2,687	....	....	....	2,015	59.8	1,204	3,081	48.1	1,483
State Total	495,825	50.9	252,148	123,528	72.4	89,442	111,636	53.7	59,891	260,661	39.5	102,815

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Fort Smith	10,171	81.0	8,234
Little Rock	24,672	81.0	19,985

Broadcasting Stations

City	Call Letters	Freq. in Kc.	Power in Watts
BLYTHEVILLE	KLCN	900	1,000-D
EL DORADO	KELD	1400	250
FORT SMITH	KFPW	1400	250
HELENA	KFFA	1490	250
HOT SPRINGS	†KTHS	1090	10,000-LS
			5,000-N
	ST-		SA-10,000-LS
	KRLD		1,000-N
	KWFC	1340	250
JONESBORO	KBTM	1230	250-LS
			100-N
LITTLE ROCK	KARK	920	5,000
	KGHI	1230	250
	KLRA	1420	5,000 CP &
	CP &		SA-5,000-N
	SA-1010		CP &
			SA-10,000-LS
PINE BLUFF	KOTN	1490	250
SILOAM SPRINGS	KUOA	1290	5,000-D
TEXARKANA	KCMC	1450	250

† KTHS holds special authorization to operate with WBAL Baltimore, on 1090 kc. with SA powers.

★ N.B.C. OUTLET FOR ARKANSAS

"RADIO CENTER"

KARK

920 KILOCYCLES — 5,000 WATTS • LITTLE ROCK, ARKANSAS • NAT. REP. — EDW. PETRY & CO., INC.

ARKANSAS' PREFERRED STATION

CALIFORNIA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Alameda	165,201	96.4	159,213	153,645	96.7	148,583	8,600	92.1	7,917	2,956	91.8	2,713
Alpine	100	64.3	64	....	....	....	80	65.4	52	20	60.0	12
Amador	2,661	82.9	2,205				2,273	83.7	1,903	388	77.8	302
Butte	13,414	84.8	11,373	4,470	92.0	4,111	5,791	79.2	4,587	3,153	84.8	2,675
Calaveras	2,797	78.5	2,197	....	....	....	2,218	80.2	1,779	579	72.1	418
Colusa	2,911	85.7	2,495	....	....	....	1,857	86.9	1,614	1,054	83.6	881
Contra Costa	29,830	94.9	28,315	15,623	95.9	14,980	11,262	95.4	10,743	2,945	88.0	2,592
Del Norte	1,567	72.1	1,130	....	....	....	1,262	73.0	922	305	68.1	208
El Dorado	4,420	77.7	3,434	997	90.3	900	2,270	74.3	1,687	1,153	73.5	847
Fresno	50,012	87.8	43,924	22,106	92.2	20,373	12,893	87.1	11,224	15,013	82.1	12,327
Glenn	3,527	86.8	3,063	....	....	....	1,902	86.9	1,653	1,625	86.8	1,410
Humboldt	14,321	85.1	12,192	5,577	88.3	4,922	6,334	83.8	5,307	2,410	81.5	1,963
Imperial	15,263	69.8	10,650	6,945	75.9	5,274	3,783	66.9	2,530	4,535	62.8	2,846
Inyo	2,372	73.8	1,750	....	....	....	2,223	72.9	1,621	149	86.7	129
Kern	37,961	85.1	32,283	10,686	93.4	9,982	21,440	82.7	17,736	5,835	78.2	4,565
Kings	9,615	84.5	8,131	2,339	86.0	2,010	3,747	88.6	3,319	3,529	79.4	2,802
Lake	2,728	88.6	2,416	....	....	....	1,748	89.3	1,560	980	87.3	856
Lassen	4,286	85.4	3,659	....	....	....	3,628	87.1	3,158	658	76.2	501
Los Angeles	893,602	95.8	855,799	773,596	95.9	741,608	110,248	95.6	105,366	9,758	90.4	8,825
Madera	6,211	77.4	4,810	1,757	85.4	1,500	1,198	70.8	848	3,256	75.6	2,462
Marin	13,576	96.5	13,095	7,459	97.6	7,280	5,263	96.1	5,060	854	88.4	755
Mariposa	1,983	72.5	1,437	....	....	....	1,527	72.4	1,106	456	72.7	331
Mendocino	7,800	81.4	6,347	2,182	90.2	1,969	2,962	79.8	2,365	2,656	75.8	2,013
Merced	12,927	82.6	10,676	2,776	82.5	2,290	4,462	84.9	3,787	5,689	80.8	4,599
Modoc	2,695	80.7	2,175	....	....	....	1,853	80.3	1,488	842	81.6	687
Mono	776	73.4	570	....	....	....	655	73.9	484	121	70.8	86
Monterey	20,057	88.8	17,803	9,212	93.0	8,570	7,316	86.4	6,324	3,529	82.4	2,909
Napa	7,679	92.1	7,075	2,557	95.4	2,440	2,808	90.7	2,548	2,314	90.2	2,087
Nevada	6,021	85.8	5,165	1,767	94.5	1,669	3,597	83.5	3,003	657	75.0	493
Orange	41,027	94.4	38,731	25,461	95.3	24,257	10,849	92.5	10,034	4,717	94.1	4,440
Placer	8,414	86.3	7,271	3,171	94.9	3,010	3,264	81.8	2,671	1,979	80.4	1,590
Plumas	3,489	81.2	2,834	....	....	....	3,270	81.1	2,653	219	82.5	181
Riverside	31,011	86.0	26,663	15,920	92.6	14,747	9,835	79.4	7,807	5,256	78.2	4,109
Sacramento	49,134	91.3	44,868	33,082	94.0	31,096	10,920	85.8	9,374	5,132	85.7	4,398
San Benito	3,256	88.7	2,887	1,206	92.2	1,113	593	84.8	503	1,457	87.2	1,271
San Bernardino	47,666	89.8	42,798	28,877	91.1	26,317	13,636	86.2	11,750	5,153	91.8	4,731
San Diego	90,179	93.5	84,343	74,917	94.8	70,993	9,237	88.5	8,175	6,025	85.9	5,175
San Francisco	206,011	94.4	194,442	206,011	94.4	194,442	....	....	....	....	....	....
San Joaquin	36,569	88.7	32,452	19,412	92.2	17,895	8,501	87.7	7,453	8,656	82.1	7,104
San Luis Obispo	10,231	85.7	8,771	3,786	93.2	3,529	3,923	82.0	3,216	2,522	80.3	2,026
San Mateo	33,516	96.5	32,333	24,474	97.2	23,798	8,078	95.3	7,702	964	86.5	833
Santa Barbara	21,239	91.6	19,463	14,781	93.6	13,833	4,214	89.1	3,757	2,244	83.5	1,873
Santa Clara	51,916	94.0	48,829	33,883	95.6	32,407	10,803	91.4	9,874	7,230	90.6	6,548
Santa Cruz	14,968	90.9	13,607	8,783	92.6	8,131	3,987	90.5	3,609	2,198	84.9	1,867
Shasta	8,985	78.7	7,071	2,486	91.0	2,261	4,954	75.0	3,716	1,545	70.8	1,094
Sierra	1,082	78.8	853	....	....	....	981	79.7	782	101	70.1	71
Siskiyou	8,737	84.6	7,390	....	....	....	185	85.1	6,113	1,552	82.3	1,277
Solano	14,559	92.5	13,466	6,014	96.0	5,774	6,057	95.1	5,759	2,488	77.7	1,933
Sonoma	21,641	91.9	19,882	7,865	94.7	7,445	5,660	89.9	5,086	8,116	90.6	7,351
Stanislaus	21,883	89.5	19,596	7,439	92.8	6,906	6,761	85.8	5,802	2,683	89.7	6,888
Sutter	5,539	83.0	4,599	1,594	91.8	1,464	1,554	74.5	1,157	2,391	82.7	1,978
Tehama	4,476	84.9	3,798	1,215	86.4	1,050	1,218	86.6	1,055	2,043	82.9	1,693
Trinity	1,438	70.9	1,019	....	....	....	1,045	70.5	737	393	71.8	282
Tulare	29,638	83.6	24,775	10,963	88.5	9,465	7,784	74.0	5,760	11,161	85.6	9,550
Tuolumne	3,598	82.4	2,965	....	....	....	3,038	83.5	2,535	560	76.8	430
Ventura	19,051	91.5	17,425	9,873	91.3	9,015	5,568	91.2	5,075	3,610	92.4	3,335
Yolo	7,776	85.6	6,652	2,003	94.2	1,887	3,514	81.5	2,865	2,259	84.1	1,900
Yuba	5,001	79.4	3,975	1,912	88.6	1,695	2,321	71.7	1,664	768	80.2	616
State Total	2,138,343	92.9	1,987,204	1,568,552	95.1	1,490,991	393,950	83.5	348,375	175,841	84.1	147,838

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Alameda	11,648	97.9	11,402
Alhambra	12,759	97.9	12,491
Bakersfield	8,529	94.7	8,080
Belvedere*	8,927	91.8	8,199
Berkeley	28,210	97.9	27,627
Beverly Hills	8,420	99.1	8,348
Burbank	10,638	98.0	10,423
Fresno	17,469	92.7	16,198
Glendale	26,250	98.4	25,834
Huntington Park	9,576	97.1	9,296
Inglewood	9,436	98.5	9,293
Long Beach	58,385	96.7	56,456
Los Angeles	493,087	95.3	469,836
Oakland	99,325	96.1	95,441
Pasadena	27,361	96.4	26,387
Riverside	10,422	94.3	9,833
Sacramento	32,178	93.9	30,227
San Bernardino	13,482	90.8	12,248
San Diego	63,962	94.9	60,687
San Francisco	206,011	94.4	194,442
San Jose	21,634	95.4	20,647
Santa Ana	10,422	94.7	9,875
Santa Barbara	11,428	93.7	10,705
Santa Monica	18,025	96.5	17,399
South Gate	8,199	98.0	8,036
Stockton	14,848	92.1	13,680

* Urban under special rule.

"I CAN HEAR KNX ON MY CASH REGISTER!"

That's what the grocers, and druggists, and the other men-behind-the-counters say in Southern California.

And it's why, when advertisers ask their local representatives what to use to sell this billion-dollar market, there is a swelling chorus of "Put it on KNX!"

Surveys show that Southern California dealers prefer radio to all other national media, and prefer KNX to all other radio.

That's *dealer acceptance*. It's a direct result of a *consumer* acceptance that has been built up by years of KNX programs, leadership and public service. And a direct result of *both* has been a steadily increasing value for KNX advertisers, year after year.

KNX • LOS ANGELES • 50,000 WATTS

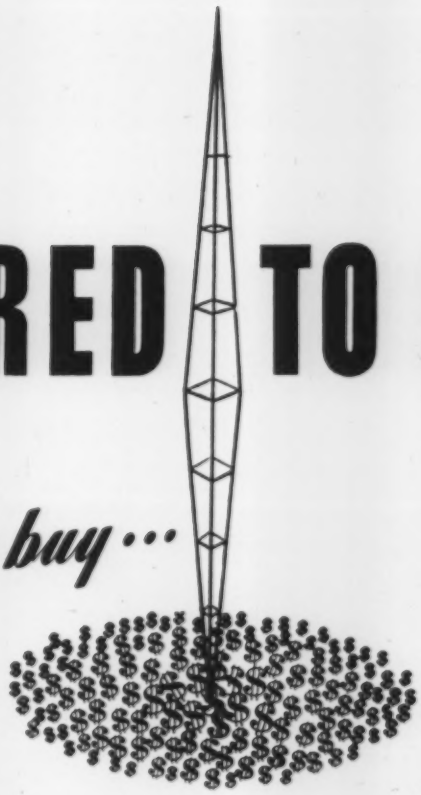
Owned and operated by the Columbia Broadcasting System • Represented by Radio Sales: New York, Chicago, St. Louis, Charlotte and San Francisco

Broadcasting Stations

City	Call Letters	Freq. in Kc.	Power in Watts
BAKERSFIELD	KERN	1410	1,000
	KPMC	1560	1,000
BERKELEY	KRE	1400	250
CHICO	KHSL	1290	1,000–LS 500–N CP-1,000–U
EL CENTRO	KXO	1490	100
EUREKA	KIEM	1480	1,000–LS 500–N
FRESNO	KARM	1430	5,000
	KFRE	1340	250
	KMJ	580	5,000
GLENDALE	KIEV	870	250–D
LONG BEACH	KFOX	1280	1,000
	KGER	1390	5,000
LOS ANGELES	KECA	790	5,000
	KFAC	1330	1,000
	KFI	640	50,000
	*KFSG	1150	2,500–LS 1,000–N
	ST-KRKD		
	KFVD	1020	1,000
	L-KDKA		
	KFWB	980	5,000
	KGFJ	1230	100
	KHJ	930	5,000
	KMPC	710	10,000
	(Beverly Hills)		
LOS ANGELES (Continued)	KMTR	570	1,000
	KNX	1070	50,000
	KRKD	1150	2,500–LS 1,000–N
	ST-KFSG		
MARYSVILLE	KMYC	1450	250
MERCED	KYOS	1490	250
MODESTO	KTRB	860	1,000
MONTEREY	KDON	1240	250
OAKLAND	KLS	1310	1,000
	KLX	910	1,000
	KROW	960	1,000
PASADENA	KPAS	1110	5,000 CP-10,000
	*KPPC	1240	100
	ST-KFXM		
	KWKW	1430	1,000–D
REDDING	KVCV	1230	250
RIVERSIDE	KPRO	1440	1,000
SACRAMENTO	KFBK	1530	10,000
	KROY	1240	100
SAN BERNARDINO	KFXM	1240	250
	ST-KPPC		
SAN DIEGO	KFMB	1450	250
	KFSD	600	1,000 CP-5,000
	KGB	1360	1,000
SAN FRANCISCO	KFRC	610	5,000
	KGO	810	7,500
	KJBS	1100	500
	L-WTAM		
	KPO	680	50,000
	KSAN	1450	250
	KSFO	560	5,000–LS 1,000–N
	KYA	1260	5,000–LS 1,000–N
SAN JOSE	KQW	740	5,000
SAN LUIS OBISPO	KVEC	1230	250
SANTA ANA	KVOE	1490	250
SANTA BARBARA	KDB	1490	250
	KTMS	1250	1,000
SANTA ROSA	KSRO	1350	1,000
STOCKTON	KGDM	1130	1,000–D CP-5,000–U
	CP-1140		
	KWG	1230	100
VISALIA	KTKC	940	5,000
WATSONVILLE	KHUB	1340	250

POWERED TO SELL

where there's power to buy . . .



Sugar ration applications tell a sweet story for Pacific Coast advertisers.

They indicate that in the Coast's metropolitan districts population has increased 12% since the 1940 census. Studies based on U. S. Department of Commerce figures show retail sales in these populous markets leaping 26% in the same period.

So the Golden West is richer than ever before . . . and it is also vastly different. Its gold now is industrial, with increasing thousands in well-paid jobs. And efficient advertisers are concentrating where the bulk of the sales will be made — in the bonanza *metropolitan districts.*

Network radio is the effective way to concentrate that advertising. For network radio's power is most intense within these metropolitan districts. It reaches the newcomers quickly, before their living and buying habits are set, while it continues to cover the well-established and settled. At no additional cost network radio blankets the families in faraway communities, too, as no other single medium can.

Columbia-Pacific is the efficient way to sell the West Coast. Every one of the Coast's metropolitan districts is within the *intensive* primary coverage area of a Columbia-Pacific station. The concentration of *power* goes where the concentration of *sales* will be found.

Ask the nearest Radio Sales office for information about the *new* Columbia-Pacific station setup. More than ever, it's the way to cover the golden empire of the West.

COLUMBIA PACIFIC NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM • Palace Hotel, San Francisco; Columbia Square, Los Angeles • Represented nationally by Radio Sales: New York, Chicago, St. Louis, Charlotte

COLORADO

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Un'ts		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	5,602	81.7	4,577	1,765	85.2	1,503	1,645	83.1	1,367	2,192	77.9	1,707
Alamosa	2,731	78.8	2,151	1,529	85.6	1,308	541	65.4	354	661	74.0	489
Arapahoe	8,977	89.2	8,007	3,242	95.2	3,086	4,347	87.1	3,784	1,388	81.9	1,137
Archuleta	969	53.0	514	....	....	....	514	52.4	269	455	53.7	245
Baca	1,707	64.9	1,107	....	....	....	881	68.7	605	826	60.8	502
Bent	2,422	77.6	1,879	930	75.9	706	641	81.3	521	851	76.6	652
Boulder	11,327	90.2	10,213	6,402	93.8	6,008	2,954	86.4	2,552	1,971	83.9	1,653
Chaffee	2,398	82.4	1,977	1,494	86.0	1,284	564	76.0	429	340	77.5	264
Cheyenne	826	80.1	662	....	....	....	382	84.2	322	444	76.6	340
Clear Creek	1,172	84.8	994	....	....	....	1,122	85.1	955	50	78.0	39
Conejos	2,556	50.7	1,295	....	....	....	1,372	53.2	730	1,184	47.7	565
Costilla	1,635	40.8	670	....	....	....	909	36.3	330	726	46.9	340
Crowley	1,405	76.0	1,069	....	....	....	745	80.1	597	660	71.5	472
Custer	677	67.6	458	....	....	....	317	66.2	210	360	68.9	248
Delta	4,509	76.5	3,449	1,069	79.8	853	1,311	77.3	1,014	2,129	74.3	1,582
Denver	96,777	93.7	90,651	96,777	93.7	90,651	....	....	....	....	....	....
Dolores	533	66.2	353	....	....	....	279	67.7	189	254	64.5	164
Douglas	1,033	81.3	840	....	....	....	495	88.1	436	538	75.0	404
Eagle	1,495	78.3	1,171	....	....	....	1,038	80.5	835	457	73.5	336
Elbert	1,537	76.0	1,169	....	....	....	475	82.0	390	1,062	73.3	779
El Paso	16,532	90.9	15,026	11,842	92.7	10,982	3,257	91.7	2,986	1,433	73.9	1,058
Fremont	5,246	81.9	4,298	2,417	86.3	2,086	1,721	78.4	1,350	1,108	77.8	862
Garfield	3,063	74.7	2,288	....	....	....	1,848	79.2	1,464	1,215	67.8	824
Gilpin	580	76.0	441	....	....	....	523	75.9	397	57	77.2	44
Grand	1,023	79.3	812	....	....	....	716	79.6	570	307	78.8	242
Gunnison	1,763	81.4	1,435	....	....	....	1,363	83.4	1,137	400	74.4	298
Hinsdale	124	62.8	78	....	....	....	90	53.4	48	34	87.9	30
Huerfano	4,066	58.7	2,384	1,620	65.3	1,057	1,646	56.9	937	800	48.7	390
Jackson	525	74.4	392	....	....	....	301	68.1	205	224	83.4	187
Jefferson	8,763	90.9	7,966	976	95.9	936	5,478	91.6	5,019	2,309	87.1	2,011
Kiowa	819	76.8	629	....	....	....	389	79.6	310	430	74.3	319
Kit Carson	1,999	73.4	1,467	....	....	....	916	81.8	749	1,083	66.3	718
Lake	2,001	86.9	1,740	1,411	89.0	1,256	571	82.6	472	19	63.2	12
LaPlata	4,112	72.2	2,966	1,677	85.2	1,429	1,197	64.0	767	1,238	62.2	770
Larimer	10,324	88.2	9,104	5,637	92.8	5,230	2,128	84.9	1,806	2,559	80.8	2,068
Las Animas	8,220	61.5	5,056	3,530	73.4	2,590	3,164	54.0	1,708	1,526	49.7	758
Lincoln	1,656	78.8	1,304	....	....	....	814	86.3	703	842	71.4	601
Logan	4,663	83.3	3,880	2,081	90.7	1,888	713	78.7	561	1,869	76.5	1,431
Mesa	9,156	80.5	7,370	3,574	89.8	3,211	2,223	74.1	1,647	3,359	74.8	2,512
Mineral	294	79.5	234	....	....	....	243	82.2	200	51	66.7	34
Moffat	1,556	75.1	1,169	....	....	....	942	80.5	758	614	67.0	411
Montezuma	2,679	65.6	1,757	....	....	....	1,477	66.0	975	1,202	65.0	782
Montrose	4,080	76.8	3,133	1,360	83.4	1,134	930	70.3	654	1,790	75.2	1,345
Morgan	4,470	84.8	3,787	1,439	93.7	1,348	1,165	83.1	968	1,866	78.8	1,471
Otero	6,446	77.9	5,021	3,070	84.1	2,581	1,714	73.1	1,253	1,662	71.4	1,187
Ouray	625	81.4	509	....	....	....	438	86.0	377	187	70.7	132
Park	1,059	75.9	803	....	....	....	661	79.0	522	398	70.6	281
Phillips	1,395	84.5	1,179	....	....	....	724	84.2	609	671	84.9	570
Pitkin	569	76.9	437	....	....	....	364	77.8	283	205	75.3	154
Prowers	3,299	79.0	2,607	1,292	87.7	1,133	865	76.3	660	1,142	71.2	814
Pueblo	18,232	86.9	15,839	13,941	90.0	12,552	2,711	77.4	2,097	1,580	75.3	1,190
Rio Blanco	851	78.9	671	....	....	....	441	80.7	356	410	76.8	315
Rio Grande	3,135	71.5	2,245	910	83.6	761	1,110	61.7	685	1,115	71.6	799
Routt	3,028	79.8	2,417	....	....	....	2,124	82.0	1,741	904	74.8	676
Saguache	1,556	62.7	976	....	....	....	908	60.5	550	648	65.8	426
San Juan	393	83.5	328	....	....	....	393	83.5	328	....	....	....
San Miguel	1,028	69.2	709	....	....	....	804	73.4	590	224	53.1	119
Sedgwick	1,385	84.2	1,164	....	....	....	752	90.8	683	633	76.0	481
Summit	666	73.7	490	....	....	....	594	72.8	432	72	80.6	58
Teller	2,009	83.5	1,678	....	....	....	1,767	85.7	1,515	242	67.2	163
Washington	2,200	76.3	1,680	....	....	....	703	82.2	578	1,497	73.6	1,102
Weld	16,865	83.2	14,038	4,774	91.3	4,359	5,148	81.5	4,194	6,943	79.0	5,485
Yuma	3,257	79.3	2,582	....	....	....	1,388	82.4	1,144	1,869	76.9	1,438
State Total	316,000	84.5	267,295	174,759	91.5	159,932	77,956	78.1	60,877	63,285	73.5	46,486

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Colorado Springs	11,842	93.4	10,984
Denver	96,777	93.7	90,651
Pueblo	13,941	90.0	12,552

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
ALAMOSA	KGIW 1450 SH-KIDW	100 CP-250
COLORADO SPRINGS	KVOR 1300	1,000
DENVER	KFEL 950	5,000
	KLZ 560	5,000
	KMYR 1340	250
	KOA 850	50,000
	*KPOF 910 ST-KFKA	1,000
	KVOD 630	5,000
DURANGO	KIUP 1400	250
GRAND JUNCTION	KFXJ 920	1,000-D 500-N
GREELEY	KFKA 910 ST-KPOF	1,000
LA JUNTA	KOKO 1400	250
LAMAR	KIDW 1450 SH-KGIW	100
PUEBLO	KGHF 1350	500
STERLING	KGEK 1230-SH	100

TWO TRUE SUCCESS STORIES

On KOA—*all* 10 of the 10 top-rated *daytime* programs—PLUS all 10 of the 10 highest Hooper-rated *evening* programs . . . an over-all audience greater than the second and third-ranking Denver stations *combined!*

KOA 50,000 WATTS — FIRST IN DENVER

Three years ago, a breakfast-food account placed a small spot-announcement schedule on KOA . . . with the admonition that because of a limited budget, the campaign had to show results. After running this schedule continuously for three years, the advertiser doubled it!

A milling company, advertising on KOA for five years, has long used a Sunday 15-minute program. Recently, this client bought five additional early morning programs per week, on a 52-week contract.

Such success stories — proof of results KOA brings — are commonplace on this 50,000-watt NBC Denver station. You, too, will find it pays to have your say on KOA!

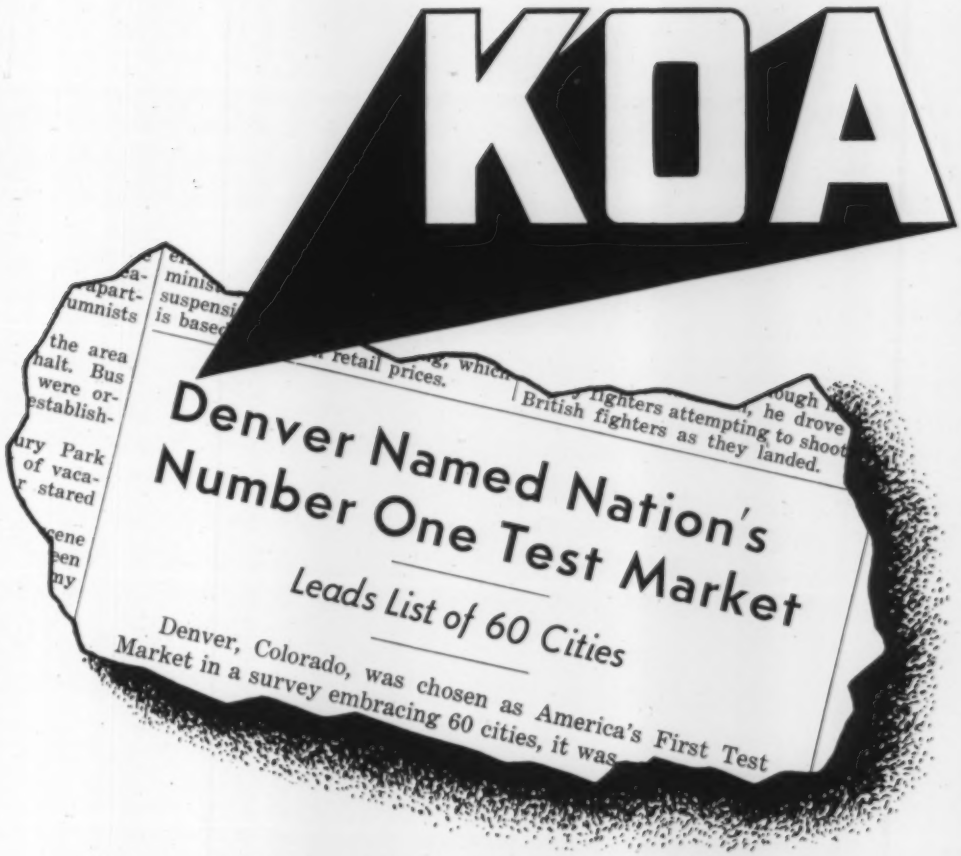
Among 60 cities, Denver is America's best test market. KOA is "first in Denver" in sales results. To reach *more* people at *less* cost . . . have your say on KOA!

*Chosen by Eastern newspaper

KOA 50,000 WATTS — FIRST IN DENVER

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

BEST FOR TESTS!


KOA
Denver Named Nation's Number One Test Market
Leads List of 60 Cities
Denver, Colorado, was chosen as America's First Test Market in a survey embracing 60 cities, it was

IN EVALUATING the favorable factors of 60 cities for advertising "test" campaigns, an Eastern newspaper† recently named Denver "America's First Test Market."

KOA is *first in sales results* in this Number One test market. Dollar for dollar, KOA reaches *more people at less cost* than any other medium in the Rocky Mountain region.

If you're contemplating a test campaign in *any* market, it will pay you to *first* get the facts about Denver and KOA. Proof of KOA's power to sell goods is yours for the asking. Simply phone, write, or wire your nearest NBC Spot Sales Office, or write us direct.

† Name on request

50,000 WATTS
KOA
850 K.C. DENVER

From Every Vantage Point ...

KOA is FIRST in DENVER!

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Fairfield	110,235	96.5	106,428	77,124	96.4	74,379	29,997	97.1	29,130	3,114	93.7	2,919
Hartford	116,448	96.8	112,775	84,126	97.3	81,850	27,564	96.2	26,506	4,758	92.9	4,419
Litchfield	23,304	93.6	21,824	9,112	95.6	8,714	10,867	93.4	10,146	3,325	89.1	2,964
Middlesex	14,084	94.6	13,319	5,791	96.1	5,567	6,878	94.4	6,493	1,415	89.0	1,259
New Haven	128,057	96.2	123,139	101,601	96.2	97,734	23,529	96.7	22,751	2,927	90.7	2,654
New London	32,834	92.3	30,290	16,861	94.3	15,899	12,602	92.4	11,643	3,371	81.5	2,748
Tolland	8,491	90.3	7,668	3,170	94.3	2,989	2,841	90.9	2,581	2,480	84.6	2,098
Windham	15,229	90.7	13,817	6,579	94.0	6,184	5,927	90.4	5,355	2,723	83.7	2,278
State Total	448,682	95.7	429,260	304,364	96.4	293,316	120,205	95.3	114,605	24,113	88.5	21,339

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Bridgeport	39,336	96.4	37,937
Bristol	7,629	97.9	7,471
Hartford	44,253	97.1	42,970
Meriden	10,790	96.2	10,384
Middletown	5,791	96.1	5,567
New Britain	17,256	96.5	16,655
New Haven	42,480	96.2	40,856
New London	8,157	94.6	7,719
Norwalk	10,904	95.8	10,443
Stamford	12,246	96.9	11,863
Torrington	7,035	95.9	6,749
Waterbury	25,387	96.2	24,429
West Hartford town	8,915	98.9	8,818
West Haven town	8,085	97.5	7,884

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
BRIDGEPORT	WICC 600	1,000-LS 500-N
	WNAB 1450	250
HARTFORD	WDRC 1360	5,000
	WNBC 1410	5,000
	WTHT 1230	250
	WTIC 1080	50,000
NEW HAVEN	WELI 960	1,000-LS 500-N
NEW LONDON	WNLC 1490	250
STAMFORD	WSRR 1400	250
WATERBURY	WATR 1320	1,000
	WBRY 1590	1,000

" . . . very pleased with the program content and listener response."

KGKB

● If you are an ASCAP-licensed station you are entitled, without cost, to the shows prepared by the ASCAP Radio Program Service. Almost five hundred stations are using these programs to help turn music costs into music profits. Write or wire at once.

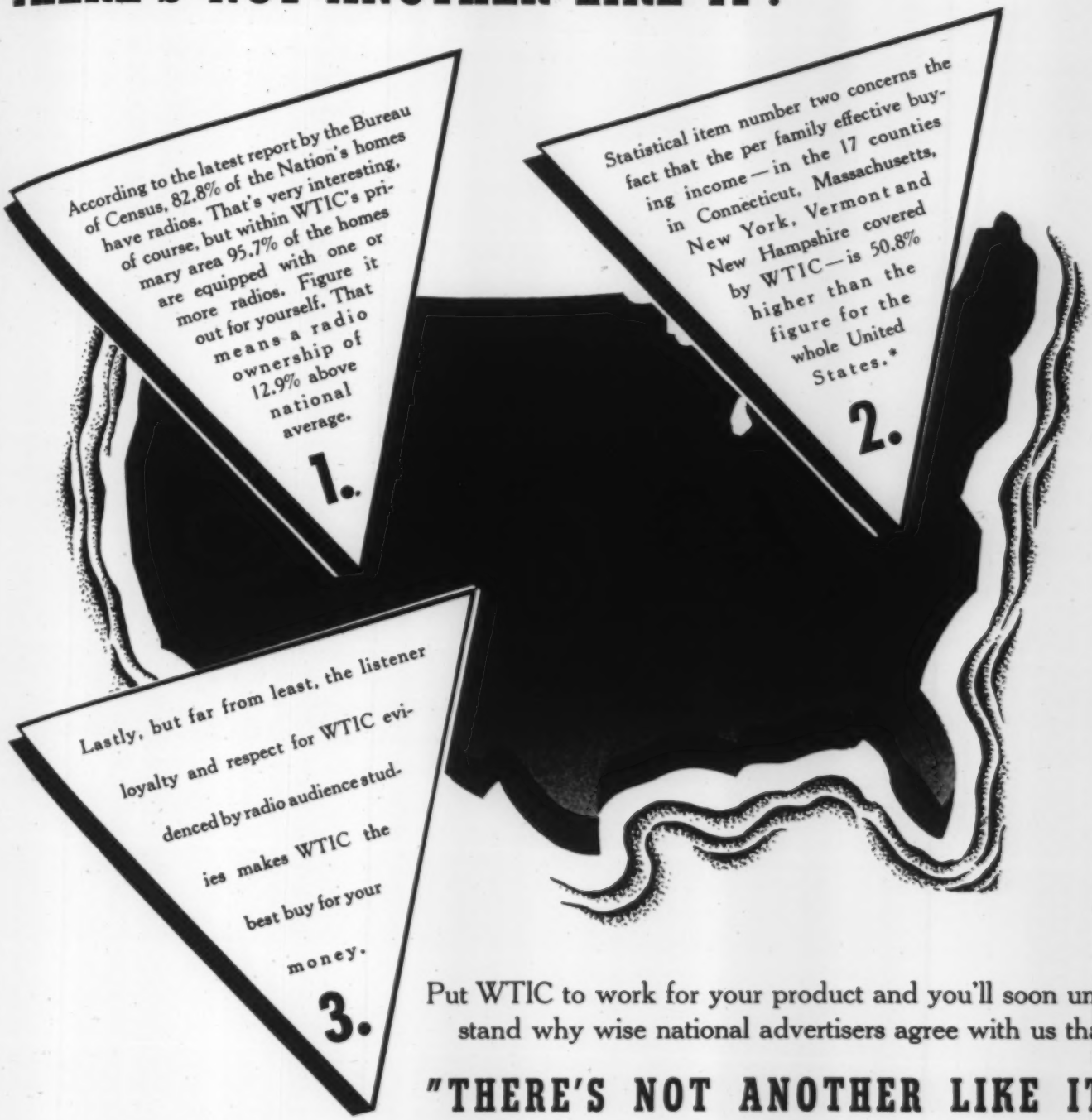
ASCAP

Radio Program Service

30 Rockefeller Plaza, New York

We mean it when we say

"THERE'S NOT ANOTHER LIKE IT!"


According to the latest report by the Bureau of Census, 82.8% of the Nation's homes have radios. That's very interesting, of course, but within WTIC's primary area 95.7% of the homes are equipped with one or more radios. Figure it out for yourself. That means a radio ownership of 12.9% above national average.
1.
Statistical item number two concerns the fact that the per family effective buying income — in the 17 counties in Connecticut, Massachusetts, New York, Vermont and New Hampshire covered by WTIC — is 50.8% higher than the figure for the whole United States.*
2.
Lastly, but far from least, the listener loyalty and respect for WTIC evidenced by radio audience studies makes WTIC the best buy for your money.
3.

Put WTIC to work for your product and you'll soon understand why wise national advertisers agree with us that

"THERE'S NOT ANOTHER LIKE IT!"

* *Sales Management*, April 10, 1942

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC Network

Representatives: WEED & COMPANY

New York · Chicago · Detroit · San Francisco · Los Angeles

DELAWARE

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Kent	9,672	75.2	7,278	2,278	83.9	1,910	4,180	77.3	3,230	3,214	66.5	2,138
New Castle	45,948	92.8	42,656	32,332	93.3	30,158	11,416	93.1	10,624	2,200	85.2	1,874
Sussex	14,921	76.7	11,446	2,460	87.3	2,147	6,234	80.8	5,036	6,227	68.5	4,263
State Total	70,541	87.0	61,380	37,070	92.3	34,215	21,830	86.5	18,890	11,641	71.1	8,275

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Wilmington	29,293	93.2	27,308

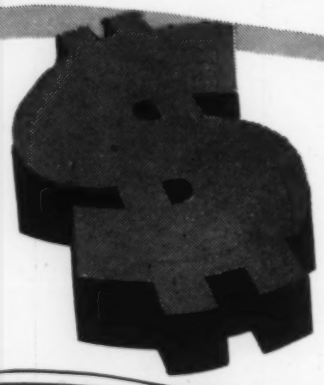
Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
WILMINGTON	WDEL 1150	5,000
	WILM 1450	250

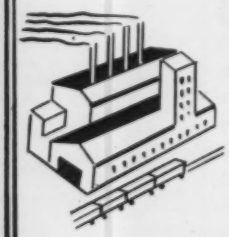
WDEL

1150 K.C.—WILMINGTON, DEL.

OFFERS - A BETTER SALES BUY THAN EVER



5000 WATTS DAY AND NIGHT—For years this station has done an outstanding sales-producing job in the Delmarva Peninsula and Southern New Jersey. Our recent step-up in power to 5,000 watts assures even wider and more concentrated coverage.



IN ONE OF THE LEADING PRODUCTION AREAS—This market reached by WDEL is normally rich and productive. Now, because of the tremendous increase in war industrial and agricultural activity, it offers advertisers greater sales potentials than ever before.

DOMINANT NBC STATION IN THIS AREA—WDEL augments its foremost network programs with an excellent local service. This combination builds strong listener loyalty and produces profitable sales for the advertiser.

ECONOMICAL COVERAGE—WDEL reaches this thriving trading area at exceptionally low cost. For complete facts and figures, contact Station WDEL, Wilmington, Delaware or:

PAUL H. RAYMER COMPANY

New York Chicago San Francisco

TIMEBUYING MADE EASIER!

4 FOR 1—A BIG SUBSCRIPTION VALUE!

Any of these four is a "must" for the busy timebuyer. They're the tools of his trade. You get all of them (52 weekly issues of BROADCASTING, the 452-page BROADCASTING Yearbook, the 1942 Radio Outline Map, the new 128-page Radio Census Supplement) at the cost of one subscription. Enter your order today. You'll get a big $5.00 worth.

4 FOR 1—AT $5.00 A YEAR

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

National Press Bldg., Washington, D. C.

DISTRICT OF COLUMBIA

	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
District of Columbia.....	173,445	93.7	162,446	173,445	93.7	162,446	....	....	....	....	....	....

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
WASHINGTON....	WINX 1340	250
	WJSV 1500	50,000
	WMAL 630	5,000
	WOL 1260	1,000
	WRC 980	5,000
	WWDC 1450	250

WASHINGTON'S OWN RADIO STATION

WINX 1ST IN Washington

WITH THE NEWS
Originators of NEWS every HOUR ON THE HOUR

IN NUMBER OF LOCAL SPONSORS
More than any other Washington Station

IN INCREASED LISTENING AUDIENCE
C. E. Hooper Surveys

IN WASHINGTON WITH PLUS COVERAGE
250 watts PLUS booster
2 mv signal over Washington and nearby Maryland and Virginia. (1,125,000 largest per capita spenders in the world.)

IN AFTERNOON SPORTS
17.2% of the listeners, more than any other Sports show in Washington. (News on the Hour, Sports Flashes and Music.)

IN INCREASE IN ADVERTISERS
Increase of 160% . . . since 1940.

1340 Kc.

Representatives
E. FOREMAN CO.
New York Chicago
or WINX, Washington, D. C.

How's your arithmetic?

Successful advertising must pay out on a dollars-and-cents basis. The biggest station doesn't always mean the best buy. On a cost-per-sale basis *WWDC* has a wonderful record. Some of the smartest mail order advertisers in America tell us *WWDC* has given them the lowest cost per order on their list. Write us for list of big audience availabilities. They're going fast!

WWDC ☆ ☆ ☆ ☆ ☆ ☆

WASHINGTON, D. C.

WASHINGTON KEY STATION ☆ ATLANTIC COAST NETWORK

REPRESENTED NATIONALLY BY BURN-SMITH COMPANY, INC., NEW YORK, CHICAGO, SAN FRANCISCO AND LOS ANGELES

FLORIDA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Alachua	9,892	51.1	5,076	3,767	69.1	2,603	3,440	47.6	1,639	2,685	31.1	834
Baker	1,506	32.4	488	....	....	....	1,015	32.8	333	491	31.6	155
Bay	5,477	59.2	3,240	3,177	64.2	2,038	2,116	53.0	1,121	184	43.8	81
Bradford	2,102	48.2	1,011	....	....	....	923	56.0	517	1,179	41.9	494
Brevard	4,918	63.0	3,097	1,785	65.9	1,177	2,393	59.9	1,433	740	65.7	487
Broward	11,660	66.2	7,714	9,249	71.1	6,578	1,915	50.5	967	496	34.2	169
Calhoun	1,968	32.1	632	....	....	....	1,297	34.0	441	671	28.5	191
Charlotte	1,126	60.8	684	....	....	....	1,041	61.2	637	85	55.6	47
Citrus	1,698	45.3	770	....	....	....	1,465	45.9	673	233	41.6	97
Clay	1,782	47.5	847	....	....	....	1,455	48.8	710	327	41.8	137
Collier	1,699	34.3	583	....	....	....	1,447	36.5	528	252	21.9	55
Columbia	4,190	35.5	1,522	1,637	59.1	967	937	19.9	187	1,616	22.8	368
Dade	75,934	84.8	64,382	60,844	87.4	53,166	13,509	75.7	10,230	1,581	62.4	986
De Soto	2,188	53.4	1,168	1,149	57.8	664	582	44.1	257	457	54.1	247
Dixie	1,881	40.2	755	....	....	....	1,761	41.1	723	120	26.9	32
Duval	55,165	76.0	41,893	46,421	77.7	36,053	7,303	67.7	4,941	1,441	62.4	899
Escambia	18,105	64.7	11,717	9,851	69.7	6,869	6,793	61.1	4,149	1,461	47.9	699
Flagler	943	37.0	349	....	....	....	699	38.9	272	244	31.7	77
Franklin	1,605	43.6	697	890	50.1	446	692	35.1	243	23	36.4	8
Gadsden	6,518	35.4	2,305	1,689	61.7	1,043	1,480	35.4	524	3,349	22.0	738
Gilchrist	1,037	30.3	314	....	....	....	350	31.8	111	687	29.5	203
Glades	827	43.4	358	....	....	....	587	43.7	256	240	42.6	102
Gulf	1,785	51.3	916	....	....	....	1,692	51.4	869	93	50.0	47
Hamilton	2,413	27.9	674	....	....	....	1,147	36.0	413	1,266	20.7	261
Hardee	2,700	48.9	1,322	788	67.3	530	619	38.9	241	1,293	42.6	551
Hendry	1,714	49.5	848	....	....	....	1,523	50.6	770	191	40.9	78
Hernando	1,592	47.7	759	....	....	....	1,040	52.5	546	552	38.6	213
Highlands	2,499	59.9	1,498	1,687	64.9	1,095	470	50.3	237	342	48.7	166
Hillsborough	49,860	73.3	36,540	32,000	76.4	24,451	12,325	73.5	9,054	5,535	54.8	3,035
Holmes	3,450	31.5	1,085	....	....	....	1,284	37.0	476	2,166	28.1	609
Indian River	2,563	58.9	1,506	895	75.1	673	1,126	47.1	530	542	55.9	303
Jackson	8,181	30.1	2,463	1,363	53.7	732	2,205	34.8	767	4,613	20.9	964
Jefferson	2,950	27.9	828	....	....	....	1,317	40.4	533	1,633	18.1	295
Lafayette	1,037	41.4	429	....	....	....	384	38.8	149	653	42.9	280
Lake	8,003	59.9	4,793	2,239	66.2	1,482	4,489	55.9	2,508	1,275	63.0	803
Lee	4,994	68.4	3,415	2,986	71.3	2,128	1,563	65.8	1,029	445	58.0	258
Leon	8,380	48.3	4,040	4,733	62.9	2,979	1,830	39.5	722	1,817	18.6	339
Levy	3,351	33.2	1,112	....	....	....	2,263	36.0	815	1,088	27.3	297
Liberty	946	26.6	252	....	....	....	666	26.1	174	280	27.7	78
Madison	3,960	32.3	1,279	784	43.5	341	905	34.4	311	2,271	27.6	627
Manatee	7,448	65.0	4,835	4,249	68.1	2,892	2,015	63.5	1,280	1,184	56.0	663
Marion	8,429	49.8	4,200	2,512	65.2	1,639	3,355	47.4	1,589	2,562	37.9	972
Martin	1,979	54.1	1,069	....	....	....	1,801	55.9	1,006	178	35.6	63
Monroe	3,975	65.0	2,584	3,515	67.2	2,363	366	52.4	192	94	30.9	29
Nassau	2,668	50.3	1,343	910	67.5	615	1,189	39.4	469	569	45.6	259
Okaloosa	3,057	41.0	1,254	....	....	....	2,043	43.7	893	1,014	35.6	361
Okeechobee	824	47.2	389	....	....	....	639	47.6	304	185	45.9	85
Orange	20,413	75.4	15,401	13,031	79.3	10,336	5,656	68.3	3,865	1,726	69.5	1,200
Osceola	3,202	63.4	2,028	953	69.9	666	1,818	61.7	1,121	431	56.0	241
Palm Beach	23,880	63.7	15,223	17,001	71.3	12,121	4,933	51.0	2,518	1,946	30.0	584
Pasco	4,255	55.9	2,380	785	55.5	436	2,267	56.7	1,286	1,203	54.7	658
Pinellas	28,970	82.4	23,872	23,863	83.1	19,829	4,295	79.9	3,431	812	75.4	612
Polk	23,971	63.9	15,315	13,151	69.6	9,148	7,792	57.3	4,463	3,028	56.3	1,704
Putnam	5,366	46.0	2,467	2,094	52.7	1,103	2,349	38.6	907	923	49.6	457
St. Johns	5,628	59.9	3,358	3,484	73.3	2,553	1,707	33.2	567	437	54.5	238
St. Lucie	3,316	53.4	1,780	2,195	59.1	1,298	410	49.9	204	711	39.1	278
Santa Rosa	3,808	37.5	1,428	....	....	....	2,459	36.8	905	1,349	38.7	523
Sarasota	4,658	71.4	3,324	3,253	76.6	2,491	1,177	60.0	706	228	55.6	127
Seminole	6,239	56.7	3,536	2,923	63.5	1,856	2,448	47.2	1,156	868	60.4	524
Sumter	2,953	44.5	1,316	....	....	....	1,817	47.0	855	1,136	40.6	461
Suwannee	4,113	36.6	1,511	893	68.7	613	887	30.6	271	2,333	26.9	627
Taylor	3,138	31.0	973	802	40.7	326	1,830	29.6	542	506	20.7	105
Union	1,254	31.3	393	....	....	....	636	37.1	236	618	25.4	157
Volusia	16,129	67.5	10,888	10,175	71.4	7,265	4,635	61.2	2,839	1,319	59.5	784
Wakulla	1,341	36.2	484	....	....	....	1,065	37.3	397	276	31.7	87
Walton	3,350	35.5	1,191	687	66.3	455	1,259	33.4	421	1,404	22.4	315
Washington	2,924	30.8	900	....	....	....	1,499	35.7	535	1,425	25.6	365
State Total	519,887	64.8	336,803	294,410	76.1	224,020	152,395	55.1	83,994	73,082	39.4	28,789

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Jacksonville	45,377	77.7	35,262
Miami	48,483	86.8	42,062
Orlando	10,742	81.3	8,731
Pensacola	9,851	69.7	6,869
St. Petersburg	19,920	84.6	16,852
Tampa	29,914	77.8	23,287
West Palm Beach	9,612	79.0	7,596

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
DAYTONA BEACH	WMFJ 1450	250
FORT LAUDERDALE	WFTL 1400	250
	CP-710	CP-10,000
FORT MYERS	WFTM 1240	250
GAINESVILLE	WRUF 850	5,000
	L-KOA	
JACKSONVILLE	WJAX 930	5,000-LS
	WJHP 1320	250
	WMBR 1400	250
	WPDQ 1270	5,000
LAKELAND	WLAK 1340	250
MIAMI	WIOD 610	5,000
	WQAM 560	1,000 CP-5,000-LS
MIAMI BEACH	WKAT 1360	1,000
OCALA	WTMC 1490	100
ORLANDO	WDBO 580	5,000
	WLOF 1230	250
PANAMA CITY	WDLP 1230	250-LS 100-N
PENSACOLA	WCOA 1370	1,000-LS 500-N
ST. AUGUSTINE	WFOY 1240	250
ST. PETERSBURG	WSUN 620	5,000
	WTSP 1380	1,000-LS 500-N
SARASOTA	WSPB 1450	50
TALLAHASSEE	WTAL 1340	250-LS 100-N
TAMPA	WDAE 1250	5,000
	WFLA 970	5,000-LS 1,000-N
WEST PALM BEACH	WJNO 1230	250
	WWPG 1340	250

CUT YOURSELF A SLICE OF LAYER CAKE

WMBR
JACKSONVILLE

WFOY
SAINT AUGUSTINE

. . . Provide a two-layer medium of proved listener-popularity, iced with the best of CBS shows.

JACKSONVILLE'S Trading Territory

. . . Offers Florida's richest market, layer upon layer of shipyard, factory, business and office workers, heavily iced by the enormous payrolls of Camp Blanding and the U. S. Naval Air Station, Jacksonville.

Cut yourself a slice of this great market by scheduling WMBR - WFOY

GEORGIA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Appling	3,032	38.9	1,179	724	54.0	391	402	30.9	124	1,906	34.8	664
Atkinson	1,585	41.5	658	....	....	....	683	44.3	302	902	39.5	356
Bacon	1,789	44.2	791	....	....	....	685	47.4	325	1,104	42.2	466
Baker	1,667	24.6	410	....	....	....	265	36.6	97	1,402	22.3	313
Baldwin	4,006	50.6	2,023	1,872	56.7	1,061	862	68.7	592	1,272	29.1	370
Banks	1,926	42.5	820	....	....	....	356	50.4	180	1,570	40.8	640
Barrow	3,290	56.6	1,864	1,171	66.7	781	390	62.7	245	1,729	48.5	838
Bartow	5,828	59.1	3,443	1,635	69.6	1,138	1,594	68.2	1,088	2,599	46.8	1,217
Ben Hill	3,569	53.4	1,900	2,037	62.7	1,277	205	58.5	120	1,327	37.9	503
Berrien	3,493	39.1	1,367	....	....	....	1,218	43.4	529	2,275	36.8	838
Bibb	23,159	58.1	13,461	16,676	57.8	9,638	5,153	61.9	3,191	1,330	47.5	632
Bleckley	2,322	38.6	894	....	....	....	737	49.1	362	1,585	33.6	532
Brantley	1,457	28.1	410	....	....	....	650	33.1	215	807	24.2	195
Brooks	4,668	35.1	1,632	1,212	52.6	637	435	39.6	172	3,021	27.2	823
Bryan	1,439	26.7	384	....	....	....	1,022	27.9	285	417	23.8	99
Bulloch	5,943	40.7	2,421	1,350	58.0	783	887	36.6	325	3,706	35.4	1,313
Burke	6,873	23.6	1,617	1,212	40.7	493	1,026	43.6	448	4,635	14.6	676
Butts	2,278	45.4	1,032	....	....	....	966	65.2	630	1,312	30.7	402
Calhoun	2,609	23.6	616	....	....	....	899	39.7	357	1,710	15.2	259
Camden	1,438	33.8	486	....	....	....	1,043	36.2	378	395	27.3	108
Candler	2,079	40.5	843	....	....	....	627	50.0	314	1,452	36.4	529
Carroll	8,356	51.9	4,344	1,732	75.5	1,308	1,410	72.4	1,021	5,214	38.6	2,015
Catoosa	2,585	70.2	1,816	....	....	....	1,113	82.0	912	1,472	61.4	904
Charlton	1,224	33.7	412	....	....	....	904	35.8	324	320	27.5	88
Chatham	31,718	65.4	20,732	26,406	67.2	17,742	4,669	56.6	2,641	643	54.3	349
Chattahoochee	527	29.2	153	....	....	....	102	49.5	50	425	24.3	103
Chatooga	4,207	64.8	2,750	844	88.7	748	1,768	66.8	1,182	1,595	51.4	820
Cherokee	4,691	52.5	2,463	702	80.0	562	1,264	63.7	805	2,725	40.2	1,096
Clarke	7,401	66.4	4,909	5,640	69.2	3,903	790	71.2	562	971	45.8	444
Clay	1,696	27.4	464	....	....	....	598	38.7	232	1,098	21.2	232
Clayton	2,795	56.7	1,587	83	90.2	75	1,361	67.7	922	1,351	43.7	590
Clinch	1,580	39.5	624	....	....	....	1,315	36.9	485	265	52.5	139
Cobb	9,335	68.1	6,366	2,298	75.5	1,735	3,620	76.6	2,773	3,417	54.4	1,858
Coffee	4,824	37.4	1,808	1,275	53.9	687	866	34.4	298	2,683	30.7	823
Colquitt	7,467	45.0	3,357	2,624	55.4	1,454	1,224	44.3	542	3,619	37.6	1,361
Columbia	2,169	37.4	810	....	....	....	636	49.2	313	1,533	32.4	497
Cook	2,772	43.5	1,207	....	....	....	1,222	42.8	524	1,550	44.1	683
Coweta	6,604	47.7	3,145	2,015	64.4	1,297	1,896	61.2	1,160	2,693	25.5	688
Crawford	1,555	29.7	466	....	....	....	366	46.7	171	1,189	24.8	295
Crisp	4,422	39.4	1,742	2,254	46.9	1,057	234	48.4	113	1,934	29.6	572
Dade	1,222	48.0	586	....	....	....	446	51.2	228	776	46.1	358
Dawson	961	42.6	410	....	....	....	91	78.2	71	870	38.9	339
Decatur	5,302	32.6	1,735	1,708	46.9	800	1,095	30.5	334	2,499	24.0	601
DeKalb	22,648	81.7	18,495	12,480	90.0	11,229	7,731	74.4	5,752	2,437	62.1	1,514
Dodge	4,773	33.7	1,606	918	52.2	479	739	35.1	260	3,116	27.8	867
Dooly	3,951	32.3	1,272	....	....	....	1,131	48.3	547	2,820	25.7	725
Dougherty	7,421	50.4	3,735	5,050	57.4	2,899	1,131	51.5	583	1,240	20.4	253
Douglas	2,320	50.2	1,162	624	67.6	422	273	51.0	139	1,423	42.3	601
Early	4,382	29.9	1,317	807	55.5	448	452	36.7	166	3,123	22.5	703
Echols	768	28.2	216	....	....	....	484	23.6	114	284	36.0	102
Effingham	2,296	34.5	792	....	....	....	1,041	39.0	406	1,255	30.8	386
Elbert	4,706	48.9	2,318	1,713	59.4	1,017	481	58.2	280	2,512	40.7	1,021
Emanuel	5,498	40.4	2,226	1,031	54.2	559	999	39.9	399	3,468	36.6	1,268
Evans	1,749	39.5	691	....	....	....	799	46.9	375	950	33.3	316
Fannin	3,106	52.0	1,617	....	....	....	1,114	72.1	803	1,992	40.8	814
Fayette	1,846	34.6	637	....	....	....	412	49.4	203	1,434	30.3	434
Floyd	13,811	72.1	9,954	6,994	74.3	5,197	3,719	81.1	3,016	3,098	56.2	1,741
Forsyth	2,586	45.9	1,190	....	....	....	301	63.7	192	2,285	43.7	998
Franklin	3,484	49.0	1,708	....	....	....	980	63.0	617	2,504	43.6	1,091
Fulton	103,465	74.9	77,513	83,495	75.3	62,875	16,356	78.2	12,795	3,614	51.0	1,843
Gilmer	1,951	38.4	748	....	....	....	564	55.3	312	1,387	31.4	436
Glascock	1,000	48.2	482	....	....	....	273	49.4	135	727	47.7	347
Glynn	5,677	60.8	3,453	3,919	62.6	2,454	1,372	62.6	859	386	36.2	140
Gordon	4,312	65.0	2,801	805	82.7	666	1,091	70.9	773	2,416	56.4	1,362
Grady	4,520	41.3	1,865	1,204	56.8	684	526	40.7	214	2,790	34.7	967
Greene	3,254	39.2	1,277	....	....	....	1,469	56.3	827	1,785	25.2	450
Gwinnett	6,822	53.1	3,634	1,000	71.6	716	1,692	65.4	1,106	4,130	43.9	1,812
Habersham	3,380	55.6	1,876	....	....	....	1,724	66.1	1,140	1,656	44.4	736
Hall	8,109	61.2	4,956	2,689	70.5	1,897	2,562	74.5	1,910	2,858	40.2	1,149
Hancock	2,745	24.5	673	....	....	....	657	42.4	278	2,088	18.9	395
Haralson	3,459	53.4	1,851	....	....	....	1,387	70.6	980	2,072	42.0	871
Harris	2,621	29.7	777	....	....	....	738	40.2	297	1,883	25.5	480
Hart	3,487	50.9	1,773	....	....	....	687	70.6	485	2,800	46.0	1,288
Heard	1,903	31.6	603	....	....	....	232	51.8	120	1,671	28.9	483
Henry	3,493	40.2	1,401	....	....	....	914	66.9	611	2,579	30.6	790
Houston	2,657	30.8	817	....	....	....	761	55.2	420	1,896	20.9	397
Irwin	2,775	37.1	1,031	....	....	....	829	40.0	332	1,946	35.9	699
Jackson	4,640	50.0	2,312	894	69.4	620	1,014	59.9	608	2,732	39.7	1,084
Jasper	2,146	41.3	884	....	....	....	768	61.6	473	1,378	29.8	411
Jeff Davis	1,901	42.2	802	....	....	....	616	46.0	283	1,285	40.4	519
Jefferson	4,637	39.0	1,804	....	....	....	1,601	56.8	910	3,036	29.5	894
Jenkins	2,893	28.3	816	796	46.1	367	138	40.1	55	1,959	20.1	394
Johnson	3,033	29.8	902	....	....	....	839	42.9	360	2,194	24.7	542
Jones	1,943	34.3	673	....	....	....	601	54.4	327	1,342	25.8	346
Lamar	2,481	50.5	1,242	1,017	66.3	674	362	67.1	243	1,102	29.5	325
Lanier	1,220	38.3	467	....	....	....	481	37.1	178	739	39.1	289
Laurens	7,821	39.5	3,091	2,175	55.9	1,215	641	48.3	309	5,005	31.3	1,567
Lee	2,010	19.1	385	....	....	....	429	45.7	196	1,581	11.9	189
Liberty	2,018	26.9	541	....	....	....	1,001	33.4	334	1,017	20.3	207
Lincoln	1,503	35.6	523	....	....	....	246	62.2	153	1,257	29.4	370
Long	932	25.2	235	....	....	....	468	25.8	121	464	24.6	114
Lowndes	7,620	46.9	3,572	4,022	56.5	2,273	1,169	43.1	504	2,429	32.7	795
Lumpkin	1,403	39.1	549	....	....	....	452	57.5	260	951	30.3	289
McDuffie	2,605	40.5	1,061	876	60.2	528	245	43.3	106	1,484	28.8	427
McIntosh	1,375	30.6	421	....	....	....	1,221	30.1	368	154	34.7	53
Macon	3,845	32.1	1,231	....	....	....	1,469	47.2	694	2,376	22.6	537
Madison	3,082	45.5	1,403	....	....	....	641	60.0	385	2,441	41.7	1,018
Marion	1,597	27.8	444	....	....	....	514	37.8	194	1,083	23.0	250
Meriwether	5,119	38.5	1,972	847	73.3	621	1,234	53.6	662	3,038	22.7	689
Miller	2,182	30.3	665	....	....	....	463	48.8	226	1,719	25.5	439

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Atlanta	82,000	76.3	62,570
Augusta	17,510	63.4	11,097
Columbus	14,143	67.0	9,471
Macon	16,676	57.8	9,638
Rome	6,994	74.3	5,197
Savannah	26,406	67.2	17,742

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
ALBANY	WALB 1590	1,000
	WGPC 1450	250
ATHENS	WGAU 1340	250
ATLANTA	WAGA 1480	1,000–LS 500–N
	CP-590	CP-5,000–U
	WATL 1400	250
	WGST 920	5,000–LS 1,000–N
	WSB 750	50,000
AUGUSTA	WGAC 1240	250
	WRDW 1490	250 CP-5,000
	CP-1580	
BRUNSWICK	WMOG 1490	250–LS 100–N
CEDARTOWN	WGAA 1340	250
COLUMBUS	WRBL 1230	250
CORDELE	WMJM 1490	250–LS 100–N
DALTON	WBLJ 1230	250
GAINESVILLE	WGGA 1240	250
GRIFFIN	WKEU 1450	100–D
LAGRANGE	WLAG 1240	250
MACON	WBML 1240	250
	WMAZ 940	5,000
MOULTRIE	WMGA 1400	250
ROME	WRGA 1490	250
SAVANNAH	WSAV 1340	250
	WTOC 1290	5,000–LS 1,000–N CP-5,000–U
THOMASVILLE	WPAX 1240	250
TOCCOA	WRLC 1450	250
VALDOSTA	WGOV 1450	250
WAYCROSS	WAYX 1230	250
WEST POINT	WDAK 1340	250

(Continued on page 30)

XUM

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Mitchell	5,282	31.6	1,672	1,404	48.6	683	394	31.3	123	3,484	24.9	866
Monroe	2,503	36.5	912	....	....	....	1,101	47.7	525	1,402	27.6	387
Montgomery	2,061	29.9	616	....	....	....	820	33.5	274	1,241	27.5	342
Morgan	3,092	36.8	1,139	....	....	....	1,035	52.9	548	2,057	28.7	591
Murray	2,362	55.9	1,322	....	....	....	650	65.9	429	1,712	52.2	893
Muscogee	19,503	64.2	12,513	14,143	67.0	9,471	4,319	61.7	2,664	1,041	36.3	378
Newton	4,486	59.0	2,641	1,808	77.3	1,397	755	62.5	472	1,923	40.1	772
Oconee	1,771	41.3	730	....	....	....	332	68.2	226	1,439	35.0	504
Oglethorpe	2,741	36.4	998	....	....	....	588	53.7	315	2,153	31.7	683
Paulding	2,788	47.4	1,322	....	....	....	602	68.0	410	2,186	41.7	912
Peach	2,572	41.8	1,073	1,307	54.6	713	221	37.6	83	1,044	26.5	277
Pickens	2,074	53.3	1,103	....	....	....	803	78.5	630	1,271	37.2	473
Pierce	2,587	35.3	913	....	....	....	912	42.0	383	1,675	31.6	530
Pike	2,319	40.6	941	....	....	....	523	54.8	287	1,796	36.4	654
Polk	6,428	66.7	4,294	3,078	77.9	2,399	1,488	63.1	939	1,862	51.3	956
Pulaski	2,492	33.2	824	924	51.3	474	120	35.9	43	1,448	21.2	307
Putnam	1,957	36.5	708	....	....	....	755	56.9	430	1,202	23.1	278
Quitman	743	21.3	156	....	....	....	190	34.0	65	553	16.8	93
Rabun	1,712	41.5	712	....	....	....	629	52.4	330	1,083	35.2	382
Randolph	3,968	30.3	1,199	969	46.7	452	559	37.3	209	2,440	22.0	538
Richmond	21,201	62.0	13,159	17,510	63.4	11,097	2,107	64.5	1,359	1,584	44.4	703
Rockdale	1,824	50.7	924	....	....	....	780	66.3	517	1,044	39.0	407
Schley	1,127	35.5	400	....	....	....	301	50.7	153	826	29.9	247
Screven	4,636	27.8	1,284	695	46.3	322	818	33.1	271	3,123	22.1	691
Seminole	1,906	32.2	613	....	....	....	638	41.5	265	1,268	27.5	348
Spalding	7,106	64.2	4,560	3,514	67.9	2,387	1,915	76.4	1,463	1,677	42.3	710
Stephens	2,972	58.7	1,746	1,336	69.1	923	394	62.5	246	1,242	46.4	577
Stewart	2,398	27.1	646	....	....	....	895	39.7	356	1,503	19.3	290
Sumter	6,287	36.0	2,267	2,682	51.2	1,373	534	47.3	253	3,071	20.9	641
Talbot	1,834	23.5	431	10	10.0	1	743	31.0	230	1,081	18.5	200
Taliaferro	1,372	29.0	397	....	....	....	413	44.1	182	959	22.4	215
Tattnall	3,448	42.4	1,458	....	....	....	1,289	49.2	634	2,159	38.2	824
Taylor	2,482	35.3	876	....	....	....	825	45.4	374	1,657	30.3	502
Telfair	8,428	36.0	1,234	....	....	....	1,628	40.9	666	1,800	31.6	568
Terrell	4,123	26.2	1,080	1,116	44.9	501	365	42.9	157	2,642	16.0	422
Thomas	7,779	48.6	3,784	3,506	59.1	2,073	1,215	50.4	612	3,058	36.0	1,099
Tift	4,548	45.7	2,080	1,448	61.2	887	1,244	32.3	402	1,856	42.6	791
Toombs	3,734	41.4	1,547	1,043	54.8	572	792	41.0	325	1,899	34.2	650
Towns	1,053	45.4	479	....	....	....	211	59.0	125	842	42.0	354
Treutlen	1,621	32.6	528	....	....	....	576	36.6	211	1,045	30.3	317
Troup	10,608	52.9	5,607	7,480	61.3	4,586	1,024	45.0	461	2,104	26.6	560
Turner	2,567	37.2	954	....	....	....	903	50.8	459	1,664	29.8	495
Twiggs	1,985	23.8	472	....	....	....	330	48.2	159	1,655	18.9	313
Union	1,706	32.6	558	....	....	....	206	53.6	110	1,500	29.9	448
Upson	5,890	58.0	3,410	3,432	72.4	2,485	988	45.7	451	1,470	32.2	474
Walker	7,296	69.0	5,018	1,731	83.7	1,448	2,703	70.7	1,912	2,862	57.9	1,658
Walton	4,893	55.2	2,698	1,148	71.0	815	903	64.2	580	2,842	45.9	1,303
Ware	6,710	57.7	3,873	4,291	65.5	2,812	1,132	42.4	480	1,287	45.1	581
Warren	2,399	29.3	702	....	....	....	686	48.6	334	1,713	21.5	368
Washington	5,704	31.6	1,800	1,004	43.5	437	1,083	40.0	434	3,617	25.7	929
Wayne	2,987	38.7	1,158	701	54.9	385	853	28.2	240	1,433	38.2	533
Webster	1,019	26.9	274	....	....	....	179	45.3	81	840	23.0	193
Wheeler	1,827	39.2	716	....	....	....	534	40.5	216	1,293	38.7	500
White	1,394	42.2	585	....	....	....	394	58.7	231	1,000	35.4	354
Whitfield	6,080	73.8	4,497	2,638	85.9	2,266	1,324	75.0	994	2,118	58.4	1,237
Wilcox	2,875	33.2	954	....	....	....	819	43.8	359	2,056	28.9	595
Wilkes	3,613	32.2	1,160	1,074	46.4	493	225	46.2	104	2,314	24.1	558
Wilkinson	2,640	36.0	949	....	....	....	1,268	43.9	557	1,372	28.5	392
Worth	4,884	30.4	1,488	....	....	....	1,233	47.7	588	3,651	24.7	900
State Total	752,241	52.5	394,755	288,818	68.2	196,864	170,595	57.6	98,273	292,828	34.0	99,618

"This program has met with favorable response from our listeners, and the announcers are enthusiastic."

WJPF

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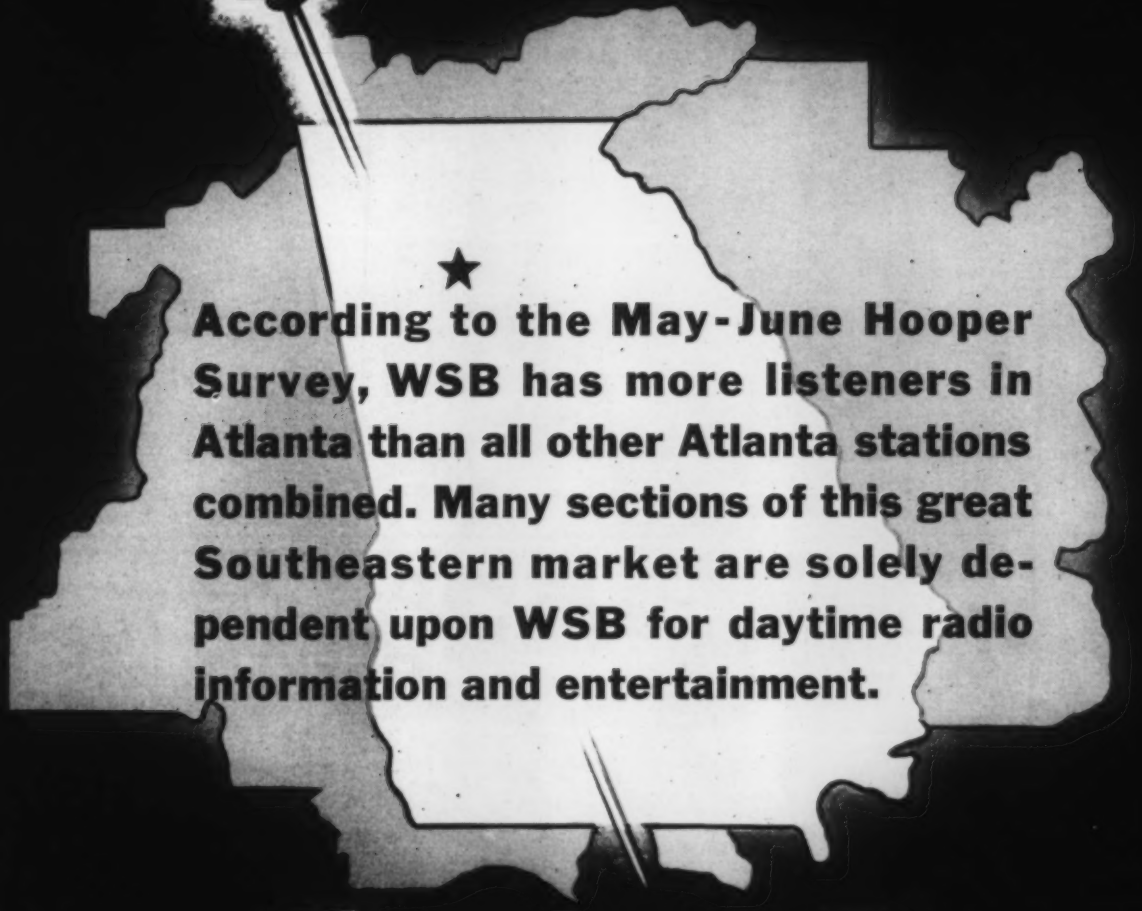
ASCAP

Radio Program Service

30 Rockefeller Plaza, New York

1ST CHOICE

OF GEORGIA LISTENERS SINCE 1922



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According to the May-June Hooper Survey, WSB has more listeners in Atlanta than all other Atlanta stations combined. Many sections of this great Southeastern market are solely dependent upon WSB for daytime radio information and entertainment.

50,000 Watts **WSB** **750 K. C.**

"The Voice of the South"

ATLANTA, GEORGIA

Affiliated with the Atlanta Journal

Represented Nationally by Edward Petry & Co., Inc.

IDAHO

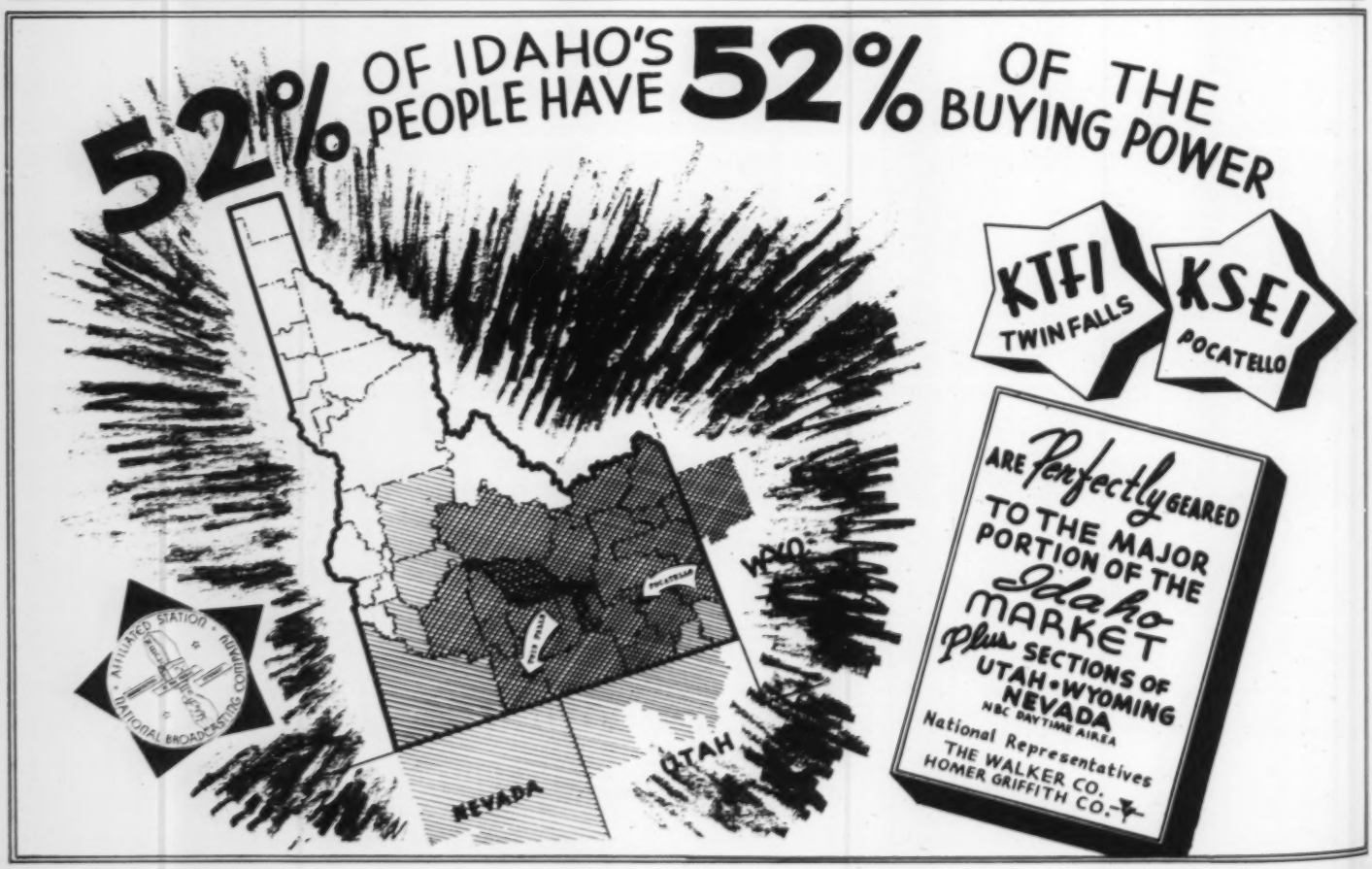
County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Ada	14,423	91.1	13,140	7,866	93.3	7,337	3,600	88.1	3,172	2,957	89.0	2,631
Adams	971	74.5	724	....	....	....	510	74.5	380	461	74.6	344
Bannock	8,892	90.5	8,048	5,574	94.1	5,244	1,463	88.4	1,293	1,855	81.4	1,511
Bear Lake	1,961	94.6	1,855	734	95.4	700	548	94.0	515	679	94.3	640
Benewah	2,103	81.7	1,718	....	....	....	1,350	83.5	1,128	753	78.3	590
Bingham	4,964	87.2	4,325	1,034	94.3	975	1,340	88.8	1,190	2,590	83.4	2,160
Blaine	1,473	82.6	1,216	....	....	....	1,132	83.3	943	341	80.1	273
Boise	753	70.4	530	....	....	....	533	70.0	373	220	71.5	157
Bonner	4,606	76.4	3,517	1,347	83.0	1,118	1,440	76.9	1,108	1,819	71.0	1,291
Bonneville	6,467	89.0	5,757	4,010	89.1	3,571	494	88.6	438	1,963	89.1	1,748
Boundary	1,657	81.8	1,355	....	....	....	828	85.4	707	829	78.2	648
Butte	504	76.6	386	....	....	....	217	75.6	164	287	77.3	222
Camas	369	89.3	330	....	....	....	164	91.9	151	205	87.3	179
Canyon	11,225	87.9	9,864	5,675	90.1	5,114	1,229	80.8	993	4,321	87.0	3,757
Caribou	630	88.2	555	....	....	....	415	91.2	378	215	82.2	177
Cassia	3,488	85.3	2,977	1,399	87.1	1,219	507	85.8	435	1,582	83.6	1,323
Clark	276	88.5	244	....	....	....	160	93.5	150	116	81.0	94
Clearwater	2,254	78.4	1,766	....	....	....	1,609	78.7	1,266	645	77.6	500
Custer	1,008	75.7	764	....	....	....	626	73.1	458	382	80.2	306
Elmore	1,549	79.9	1,237	....	....	....	1,066	85.9	916	483	66.5	321
Franklin	2,357	93.5	2,203	1,050	95.1	998	338	94.2	318	969	91.5	887
Fremont	2,430	86.8	2,109	700	84.6	592	798	88.9	709	932	86.7	808
Gem	2,601	84.0	2,186	919	92.4	849	460	78.7	362	1,222	79.8	975
Gooding	2,451	82.3	2,018	726	88.6	643	480	87.6	421	1,245	76.6	954
Idaho	3,543	78.7	2,790	....	....	....	1,926	77.8	1,498	1,617	79.9	1,292
Jefferson	2,522	88.3	2,227	....	....	....	1,099	88.9	977	1,423	87.8	1,250
Jerome	2,546	85.5	2,178	931	88.7	826	281	84.1	236	1,334	83.7	1,116
Kootenai	6,723	86.2	5,796	3,209	91.9	2,948	1,566	82.3	1,289	1,948	80.0	1,559
Latah	5,355	88.9	4,758	1,850	94.7	1,752	1,411	87.8	1,239	2,094	84.4	1,767
Lemhi	1,890	73.0	1,381	....	....	....	1,236	71.9	889	654	75.2	492
Lewis	1,302	89.0	1,159	....	....	....	750	88.8	666	552	89.4	493
Lincoln	1,137	79.5	904	....	....	....	601	84.8	510	536	73.6	394
Madison	2,098	89.4	1,876	862	93.8	809	290	84.8	246	946	86.8	821
Minidoka	2,563	86.6	2,221	907	85.3	774	371	84.9	315	1,285	88.1	1,132
Nez Perce	5,620	88.0	4,948	3,394	90.4	3,069	801	82.9	664	1,425	85.3	1,215
Oneida	1,285	90.1	1,159	683	93.9	642	100	88.0	88	502	85.4	429
Owyhee	1,526	68.2	1,041	....	....	....	648	71.6	464	878	65.8	577
Payette	2,687	85.0	2,285	1,017	87.4	889	563	79.5	448	1,107	85.6	948
Power	1,033	82.7	854	....	....	....	551	84.2	464	482	80.9	390
Shoshone	6,073	90.4	5,489	2,308	94.1	2,171	3,508	88.7	3,112	257	80.2	206
Teton	817	82.2	672	....	....	....	374	86.1	322	443	78.9	350
Twin Falls	9,979	89.7	8,948	3,459	90.9	3,145	2,728	87.2	2,378	3,792	90.3	3,425
Valley	1,162	78.8	916	....	....	....	827	82.6	683	335	69.5	233
Washington	2,454	83.4	2,045	1,120	86.5	968	297	78.6	233	1,037	81.4	844
State Total	141,727	86.4	122,471	50,774	91.3	46,353	41,235	84.1	34,689	49,718	83.3	41,429

Cities of 2,500 Or More Population

City	Units	% Radio	Radio Units
Boise	7,866	93.3	7,337
Alameda	635	94.1	597
Pocatello	4,939	94.1	4,647
Montpelier	734	95.4	700
Blackfoot	1,034	94.3	975
Sandpoint	1,347	83.0	1,118
Idaho Falls	4,010	89.1	3,571
Caldwell	2,154	89.4	1,925
Nampa	3,521	90.4	3,180
Burley	1,399	87.1	1,219
Preston	1,050	95.1	998
St. Anthony	700	84.6	592
Emmett	919	92.4	849
Gooding	726	88.6	643
Jerome	931	88.7	826
Coeur d'Alene	3,209	91.9	2,948
Moscow	1,850	94.7	1,752
Rexburg	862	93.8	809
Rupert	907	85.3	774
Lewiston	3,394	90.4	3,069
Malad	683	93.9	642
Payette	1,017	87.4	889
Kellogg	1,245	94.8	1,180
Wallace	1,063	93.3	991
Twin Falls	3,459	90.9	3,145
Weiser	1,120	86.5	968

Broadcasting Stations

City	Call Letters / Freq. in Kc.	Power in Watts
BOISE	KIDO 1380	2,500-LS 1,000-N
IDAHO FALLS	KID 1350	5,000-LS 500-N
LEWISTON	KRLC 1400	250
NAMPA	KFXD 1230	250
POCATELLO	KSEI 930	1,000-LS 250-N
TWIN FALLS	KTFI 1270	1,000
WALLACE	KWAL 1450	250


52% OF IDAHO'S PEOPLE HAVE 52% OF THE BUYING POWER
KTFI TWIN FALLS
KSEI POCATELLO
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NBC DAYTIME AREA
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NATIONAL BROADCASTING COMPANY
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UTAH

INDUSTRY ANSWERS THE CALL!

A WAR MESSAGE
to
ALL EMPLOYERS
★ From the United States Treasury Department ★
A PAY-ROLL SAVINGS PLAN
WHAT THE PAY-ROLL SAVINGS PLAN DOES
U. S. Defense BONDS ★ STAMPS
This space contributed as National Defense by
YOUR NAME HERE

32,145 Firms With Over 17,700,000 Employees Have Installed the . . .

PAY-ROLL SAVINGS PLAN

Have YOU Started the Pay-Roll Savings Plan in YOUR Company?

Like a strong, healthy wind, the Pay-Roll Savings Plan is sweeping America! Already more than 32,000 firms, large and small, have adopted the Plan, with a total of over seventeen million employees—and the number is swelling hourly.

But time is short! . . More and more billions are needed, and needed fast, to help buy the guns, tanks, planes, and ships America's fighting forces *must* have. The best and quickest way to raise this money is by giving *every* American wage earner a chance to participate in the regular, systematic purchase of Defense Bonds. The Plan provides the one perfect means of sluicing a part of ALL America's income into the Defense Bond channel regularly every pay-day in an ever-rising flood.

Do *your* part by installing the Pay-Roll Savings Plan *now*. For truly, in this war, this *people's* war, VICTORY BEGINS AT THE PAY WINDOW.

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Like all efficient systems, the Pay-Roll Savings Plan is amazingly easy to install, whether your employees number three or ten thousand.

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MAIL THIS COUPON NOW

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Washington, D. C.

We want to do our part. Please rush full information regarding the Pay-Roll Savings Plan.

NAME .....
POSITION .....
COMPANY NAME .....
ADDRESS .....
NUMBER OF EMPLOYEES .....

MAKE EVERY PAY-DAY . . . BOND DAY!

U. S. Defense BONDS ★ STAMPS

This space is a contribution to NATIONAL DEFENSE by BROADCASTING Magazine

ILLINOIS

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	18,694	85.9	16,058	11,974	90.2	10,806	2,837	79.4	2,253	3,883	77.2	2,999
Alexander	7,230	59.5	4,311	4,403	65.3	2,877	1,658	50.5	837	1,169	51.1	597
Bond	4,325	74.0	3,203	1,115	91.2	1,017	1,395	74.7	1,042	1,815	63.0	1,144
Boone	4,375	94.6	4,138	2,500	97.3	2,432	540	92.1	497	1,335	90.6	1,209
Brown	2,463	75.2	1,851	....	....	....	1,158	79.9	925	1,305	71.0	926
Bureau	10,793	92.0	9,929	3,083	93.4	2,880	4,225	90.6	3,829	3,485	92.4	3,220
Calhoun	2,152	73.3	1,578	....	....	....	752	76.9	578	1,400	71.4	1,000
Carroll	5,289	90.0	4,760	1,413	93.4	1,319	2,000	89.9	1,799	1,876	87.5	1,642
Cass	4,744	83.9	3,981	1,970	89.0	1,753	1,378	81.1	1,118	1,396	79.5	1,110
Champaign	19,443	94.0	18,271	11,355	96.1	10,913	3,953	90.6	3,583	4,135	91.3	3,775
Christian	11,060	86.9	9,607	4,261	90.5	3,857	3,680	83.1	3,060	3,119	86.2	2,690
Clark	5,553	77.5	4,304	1,668	87.3	1,457	1,231	82.3	1,013	2,654	69.1	1,834
Clay	5,421	81.2	4,400	1,606	90.3	1,450	1,447	80.9	1,171	2,368	75.1	1,779
Clinton	5,913	79.3	4,690	935	91.0	851	3,185	80.8	2,573	1,793	70.6	1,266
Coles	11,225	88.6	9,945	7,158	92.0	6,589	1,575	81.4	1,282	2,492	83.2	2,074
Cook	1,125,468	96.3	1,083,788	1,100,838	96.4	1,060,805	20,925	93.9	19,647	3,705	90.0	3,336
Crawford	6,267	79.6	4,991	1,313	93.0	1,221	2,622	80.4	2,108	2,332	71.3	1,662
Cumberland	3,291	81.9	2,696	....	....	....	1,360	81.6	1,110	1,931	82.1	1,586
DeKalb	9,871	94.8	9,358	4,935	96.4	4,755	2,261	93.4	2,112	2,675	93.1	2,491
DeWitt	5,246	88.5	4,642	1,859	91.7	1,705	1,642	86.7	1,424	1,745	86.7	1,513
Douglas	5,073	87.4	4,432	882	92.0	811	2,399	87.5	2,099	1,792	85.0	1,522
DuPage	27,538	97.1	26,745	19,852	98.5	19,554	6,070	94.2	5,720	1,616	91.0	1,471
Edgar	7,292	86.3	6,298	2,893	90.3	2,612	1,747	84.3	1,472	2,652	83.5	2,214
Edwards	2,724	76.5	2,083	....	....	....	1,562	80.7	1,261	1,162	70.8	822
Effingham	5,844	82.1	4,797	1,753	91.4	1,603	1,837	86.9	1,596	2,254	70.9	1,598
Fayette	7,811	78.2	6,103	1,599	91.4	1,462	2,604	81.7	2,129	3,608	69.6	2,512
Ford	4,380	93.2	4,081	962	96.2	925	1,733	92.7	1,607	1,685	91.9	1,549
Franklin	15,462	79.5	12,295	8,046	87.0	7,000	4,736	72.9	3,451	2,680	68.8	1,844
Fulton	13,248	86.6	11,475	3,531	93.5	3,302	5,702	85.2	4,856	4,015	82.6	3,317
Gallatin	3,123	70.9	2,213	....	....	....	1,683	71.9	1,210	1,440	69.6	1,003
Greene	5,763	77.8	4,484	1,694	85.0	1,441	1,836	78.0	1,432	2,233	72.2	1,611
Grundy	5,115	93.1	4,760	1,758	95.9	1,687	1,895	91.4	1,733	1,462	91.6	1,340
Hamilton	3,782	69.7	2,635	800	90.6	725	555	64.0	355	2,427	64.1	1,555
Hancock	8,090	82.2	6,652	852	89.4	762	3,803	81.1	3,085	3,435	81.7	2,805
Hardin	2,024	67.4	1,364	....	....	....	978	76.9	752	1,046	58.5	612
Henderson	2,595	81.4	2,111	....	....	....	1,292	78.7	1,016	1,303	84.0	1,095
Henry	12,733	92.2	11,739	7,014	93.6	6,567	2,388	91.1	2,176	3,331	89.9	2,996
Iroquois	9,182	90.5	8,311	1,153	93.5	1,078	3,865	90.4	3,496	4,164	89.8	3,737
Jackson	10,543	78.3	8,261	5,194	84.2	4,375	2,653	77.1	2,046	2,696	68.3	1,840
Jasper	3,812	77.1	2,938	....	....	....	1,376	82.7	1,138	2,436	73.9	1,800
Jefferson	9,857	80.1	7,899	4,445	87.7	3,896	1,889	78.9	1,491	3,523	71.3	2,512
Jersey	3,802	73.3	2,782	1,470	85.7	1,259	831	67.7	562	1,501	64.0	961
Jo Daviess	5,760	86.0	4,952	1,332	84.5	1,126	2,297	87.7	2,015	2,131	85.0	1,811
Johnson	2,930	66.4	1,947	....	....	....	1,113	70.4	783	1,817	64.0	1,164
Kane	34,617	96.2	33,289	27,145	96.9	26,303	5,094	94.0	4,787	2,378	92.5	2,199
Kankakee	13,899	93.8	13,045	7,247	95.9	6,948	3,816	93.8	3,581	2,836	88.7	2,516
Kendall	3,053	92.9	2,837	....	....	....	1,670	92.7	1,548	1,383	93.2	1,289
Knox	15,495	90.5	14,026	9,734	94.2	9,170	2,702	85.2	2,301	3,059	83.5	2,555
Lake	30,214	95.9	28,987	21,162	96.8	20,486	7,030	94.5	6,645	2,022	91.8	1,856
LaSalle	26,389	93.5	24,673	17,704	95.1	16,830	3,992	89.9	3,590	4,693	90.6	4,253
Lawrence	5,781	78.4	4,534	1,669	89.8	1,499	1,902	78.6	1,496	2,210	69.6	1,539
Lee	8,517	94.4	8,036	3,172	95.5	3,028	2,560	94.2	2,411	2,785	93.2	2,597
Livingston	10,004	92.1	9,217	2,098	93.8	1,969	4,010	91.3	3,663	3,896	92.0	3,585
Logan	7,144	90.4	6,457	2,818	92.1	2,596	2,011	87.9	1,768	2,315	90.4	2,093
McDonough	8,172	88.3	7,207	3,678	91.4	3,363	1,754	80.8	1,417	2,740	88.6	2,427
McHenry	10,330	94.9	9,806	3,812	97.6	3,719	3,632	94.6	3,436	2,886	91.9	2,651
McLean	20,967	92.9	19,482	11,549	94.8	10,944	4,596	90.1	4,140	4,822	91.2	4,398
Macon	24,349	92.9	22,627	17,298	94.5	16,352	4,166	90.5	3,771	2,885	86.8	2,504
Macoupin	13,896	83.1	11,554	6,004	89.9	5,400	4,450	82.4	3,665	3,442	72.3	2,489
Madison	40,882	88.9	36,340	29,269	91.0	26,630	8,015	88.0	7,050	3,598	73.9	2,660
Marion	13,808	80.7	11,147	6,698	85.9	5,757	3,588	80.0	2,870	3,522	71.5	2,520
Marshall	3,794	88.8	3,370	....	....	....	2,408	88.0	2,118	1,386	90.3	1,252
Mason	4,603	83.4	3,839	1,251	86.1	1,077	1,769	82.9	1,466	1,583	81.9	1,296
Massac	4,246	70.3	2,985	1,867	79.7	1,488	933	64.7	604	1,446	61.8	893
Menard	3,085	83.7	2,582	784	85.7	672	1,017	83.9	853	1,284	82.3	1,057
Mercer	5,156	88.0	4,540	825	91.1	752	2,003	86.3	1,729	2,328	88.5	2,059
Monroe	3,489	74.2	2,588	....	....	....	1,954	81.3	1,588	1,535	65.2	1,000
Montgomery	10,155	83.1	8,438	4,274	91.1	3,892	2,768	81.3	2,251	3,113	73.7	2,295
Morgan	9,251	85.7	7,932	4,646	91.0	4,227	2,097	83.2	1,744	2,508	78.2	1,961
Moultrie	3,827	83.0	3,177	1,000	89.0	890	1,214	84.2	1,022	1,613	78.4	1,265
Ogle	8,722	91.8	8,010	2,118	95.1	2,015	3,399	91.2	3,100	3,205	90.3	2,895
Peoria	43,105	93.2	40,198	31,735	94.1	29,853	8,427	92.5	7,792	2,943	86.8	2,553
Perry	6,536	77.7	5,075	3,209	86.8	2,785	1,562	77.2	1,206	1,765	61.4	1,084
Piatt	4,147	89.6	3,717	780	95.6	746	1,735	87.1	1,512	1,632	89.4	1,459
Pike	7,424	77.0	5,720	891	91.1	811	3,122	75.7	2,365	3,411	74.6	2,544
Pope	2,229	65.6	1,466	....	....	....	756	73.9	559	1,473	61.6	907
Pulaski	4,273	60.0	2,563	....	....	....	2,758	63.7	1,758	1,515	53.1	805
Putnam	1,518	84.2	1,278	....	....	....	938	81.9	768	580	87.9	510
Randolph	8,260	78.9	6,528	2,510	91.3	2,293	3,305	79.4	2,625	2,445	65.8	1,610
Richland	4,971	81.1	4,034	2,360	91.4	2,158	680	76.3	519	1,931	70.3	1,357
Rock Island	31,725	94.8	30,074	26,055	95.9	24,976	3,507	91.9	3,225	2,163	86.6	1,873
St. Clair	46,985	88.0	41,356	30,936	90.5	28,012	13,013	86.1	11,202	3,036	70.6	2,142
Saline	10,850	80.0	8,682	4,937	86.2	4,255	3,398	78.1	2,653	2,515	70.5	1,774
Sangamon	33,207	91.5	30,404	21,585	94.0	20,289	7,394	87.3	6,455	4,228	86.6	3,660
Schuyler	3,275	80.3	2,629	....	....	....	1,537	81.4	1,252	1,738	79.2	1,377
Scott	2,390	77.3	1,847	....	....	....	1,325	78.0	1,033	1,065	76.4	814
Shelby	7,737	83.3	6,446	1,296	90.4	1,172	2,612	81.6	2,131	3,829	82.1	3,143
Stark	2,563	87.7	2,248	....	....	....	1,368	89.1	1,219	1,195	86.1	1,029
Stephenson	11,669	92.8	10,823	6,422	95.4	6,128	2,416	88.4	2,137	2,831	90.4	2,558
Tazewell	16,260	92.4	15,026	8,530	94.8	8,086	5,174	90.5	4,681	2,556	88.4	2,259
Union	5,105	73.7	3,750	1,156	92.0	1,064	1,448	73.0	1,057	2,501	65.1	1,629
Vermilion	24,576	88.8	21,819	14,732	91.1	13,425	5,921	85.0	5,031	3,923	85.7	3,363
Wabash	3,936	83.9	3,305	2,098	89.0	1,868	666	77.6	517	1,172	78.5	920
Warren	6,252	89.7	5,609	2,747	91.7	2,519	1,263	87.2	1,102	2,242	88.7	1,988
Washington	4,491	71.7	3,225	....	....	....	2,351	79.6	1,871	2,140	63.3	1,354
Wayne	6,107	73.9	4,512	1,163	89.3	1,039	1,203	72.4	871	3,741	69.6	2,602
White	5,691	77.7	4,423	1,306	86.2	1,126	2,001	75.3	1,506	2,384	75.1	1,791
Whiteside	12,314	92.3	11,363	6,477	95.4	6,177	2,807	88.8	2,491	3,030	89.0	2,695
Will	29,045	93.9	27,285	12,996	94.8	12,316	12,611	94.4	11,909	3,438	89.0	3,060
Williamson	14,858	81.1	12,063	8,088	87.6	7,083	3,942	77.3	3,046	2,828	68.4	1,934
Winnebago	34,818	95.3	33,194	25,570	96.1	24,577	6,895	94.1	6,485	2,353	90.6	2,132
Woodford	5,256	89.9	4,724	....	....	....	3,093	90.7	2,805	2,163	88.7	1,919
State Total	2,192,724	92.3	2,023,969	1,633,017	95.3	1,555,637	310,446	86.3	267,839	249,261	80.4	200,493

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Alton	8,663	92.3	7,992
Aurora	13,155	97.0	12,760
Belleville	8,563	93.5	8,006
Berwyn	13,901	99.1	13,774
Bloomington	9,678	94.5	9,143
Chicago	949,744	96.1	912,473
Cicero	17,918	97.9	17,547
Danville	11,248	91.4	10,284
Decatur	17,298	94.5	16,352
East St. Louis	21,148	89.1	18,847
Elgin	9,972	96.8	9,651
Evanston	18,150	98.1	17,806
Galesburg	8,784	94.2	8,273
Joliet	11,538	94.8	10,934
Maywood	7,207	98.3	7,083
Moline	10,246	96.2	9,859
Oak Park	19,104	99.2	18,940
Peoria	30,459	93.9	28,599
Quincy	11,974	90.2	10,806
Rockford	24,822	96.2	23,883
Rock Island	12,357	95.8	11,835
Springfield	21,585	94.0	20,289
Waukegan	9,501	96.7	9,184

Broadcasting Stations

City	Call Letters	Freq. in Kc.	Power in Watts
AURORA	WMRO	1280	250-D
BLOOMINGTON	WJBC	1230	250
CAIRO	WKRO	1490	250
CARTHAGE	WCAZ	1080	250-D
CHAMPAIGN	WDWS	1400	250
CHICAGO	WAAF	950	1,000-D
	WAIT	820	5,000
	L-LS, Dallas		
	WBBM	†780	50,000
	WCFL	1000	10,000
	WCRW	1240	100
	SH-WEDC, WSBC		
	WEDC	1240	250
	SH-WCRW, WSBC		
	WENR	890	50,000
	ST-WLS		
	WGES	1390	5,000
	WGN	720	50,000
	WIND	560	5,000
	(Gary, Ind.)		
	WJJD	1160	20,000
	L-KSL		
	WLS	890	50,000
	ST-WENR		
	WMAQ	670	50,000
	*WMBI	1110	5,000
	L-WBT, KFAB		
	WSBC	1240	250
	SH-WCRW, WEDC		
CICERO	WHFC	1450	250
DANVILLE	WDAN	1490	250
DECATUR	WSOY	1340	250
E. ST. LOUIS	WTMV	1490	250
GALESBURG	WGIL	1400	250
HARRISBURG	WEBQ	1240	250
HERRIN	WJPF	1340	250
JACKSONVILLE	WLDS	1180	250-D
JOLIET	WCLS	1340	250
PEORIA	WMBD	1470	5,000-LS 1,000-N
QUINCY	WTAD	930	1,000
ROCKFORD	WROK	1440	1,000-LS 500-N
ROCK ISLAND	WHBF	1270	5,000
SPRINGFIELD	WCBS	1450	250
	WTAX	1240	100
TUSCOLA	WDZ	1050	1,000-D
URBANA	*WILL	580	5,000-D

† Synchronizes at night with KFAB Lincoln, Neb.

PUT YOUR

SPOT

BROADCASTS

WHERE THEY WILL BE IN THE

SPOTLIGHT

U. S. Census Figures Show

MORE RADIO HOMES IN CHICAGO . . .

. . . . . Total **891,841**

Than in the Combined Cities of . . .

ATLANTA	DES MOINES	PORTLAND
DENVER	LOUISVILLE	BIRMINGHAM
OMAHA	MEMPHIS	RICHMOND
HARTFORD	HOUSTON	PROVIDENCE
OKLAHOMA CITY		MIAMI

. . . . . Total **886,629**

USE Radio Station WJJD and you can buy circulation at a lower cost-per-listener in Chicago . . . ***assuming only a three per cent audience*** . . . than you can buy it in any of the cities listed with a network show of the Jack Benny caliber:

Almost any spot on the WJJD schedules has a three per cent Chicago audience or better . . . and there are few programs that have the listeners like a show of the Benny type.

Many programs on WJJD are among the most listened to in Chicago. A good show on this station can result in a saving of from 40 to 80 per cent of the cost-per-listener of using proven shows on key network stations in Chicago. (Ask us for survey with figures to prove this.)

There are three reasons why you can make that radio dollar go from 2 to 10 times farther on WJJD:

1. There are 891,841 radio homes in Chicago; 1,060,563 in Cook County.
2. WJJD has a consistently good program service and 20,000 watts of power to cover the market, and
3. WJJD offers rates that assure success.

Chicago is a tremendous area where you can surely use additional coverage . . . an area where you can increase your results by putting WJJD on your list to replace the station in that questionable secondary market.

This combination of factors makes WJJD a real buy for the advertiser who considers circulation costs.

WJJD

230 NORTH MICHIGAN AVENUE
CHICAGO, ILLINOIS
TELEPHONE STATE 5466

20,000 WATTS . . . 1160 KILOCYCLES

NATIONAL REPRESENTATIVE
John E. Pearson Company
342 Madison Avenue
NEW YORK, N. Y.

INDIANA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	5,455	88.7	4,836	1,686	94.7	1,598	1,374	91.3	1,254	2,395	82.8	1,984
Allen	42,223	95.0	40,101	32,998	96.7	31,918	4,680	93.0	4,352	4,545	84.3	3,831
Bartholomew	8,146	85.5	6,963	3,579	93.6	3,349	2,154	80.9	1,743	2,413	77.6	1,871
Benton	3,072	90.2	2,770	....	....	....	1,743	90.2	1,573	1,329	90.1	1,197
Blackford	3,948	91.3	3,603	2,076	93.9	1,949	858	88.9	763	1,014	87.9	891
Boone	6,640	90.7	6,023	2,013	91.2	1,835	1,570	90.1	1,415	3,057	90.7	2,773
Brown	1,618	60.6	982	....	....	....	434	70.2	305	1,184	57.2	677
Carroll	4,599	84.6	3,891	....	....	....	2,329	87.2	2,031	2,270	81.9	1,860
Cass	10,343	91.4	9,454	6,154	95.4	5,868	1,580	85.4	1,350	2,609	85.7	2,236
Clark	8,544	76.1	6,503	3,325	84.3	2,804	3,270	77.8	2,545	1,949	59.2	1,154
Clay	7,348	79.5	5,839	2,452	87.1	2,135	2,628	78.6	2,066	2,268	72.2	1,638
Clinton	8,356	90.3	7,551	4,026	95.2	3,834	1,858	84.4	1,569	2,472	86.9	2,148
Crawford	2,736	61.2	1,673	....	....	....	1,021	75.9	775	1,715	52.4	898
Daviess	7,067	78.5	5,546	2,710	90.4	2,449	1,676	78.9	1,322	2,681	66.2	1,775
Dearborn	6,447	83.3	5,364	2,715	90.8	2,466	1,680	86.2	1,449	2,052	70.6	1,449
Decatur	5,066	78.6	3,980	1,794	83.7	1,502	1,265	74.1	937	2,007	76.8	1,541
DeKalb	7,200	88.8	6,392	2,825	97.0	2,740	1,991	86.0	1,713	2,384	81.3	1,939
Delaware	21,719	93.5	20,316	14,685	94.0	13,810	4,205	92.5	3,888	2,829	92.5	2,618
Dubois	5,597	74.6	4,176	2,380	91.1	2,168	1,209	74.8	904	2,008	55.0	1,104
Elkhart	20,632	90.8	18,744	14,128	96.0	13,570	2,970	87.1	2,587	3,534	73.2	2,587
Fayette	5,455	90.3	4,925	3,700	93.3	3,451	644	82.6	532	1,111	84.8	942
Floyd	10,102	85.8	8,678	7,547	89.9	6,782	1,100	79.6	876	1,455	70.1	1,020
Fountain	5,362	84.6	4,536	1,126	92.3	1,039	2,315	82.7	1,915	1,921	82.3	1,582
Franklin	3,831	73.3	2,811	....	....	....	1,654	83.0	1,374	2,177	66.0	1,437
Fulton	4,615	88.1	4,066	1,185	95.7	1,134	1,162	89.1	1,035	2,268	83.7	1,897
Gibson	8,563	80.9	6,924	3,249	87.5	2,843	2,567	81.6	2,095	2,747	72.3	1,986
Grant	15,783	92.7	14,635	8,985	93.7	8,421	3,831	92.9	3,558	2,967	89.5	2,656
Greene	9,150	77.9	7,121	2,993	87.4	2,616	2,898	79.8	2,313	3,259	67.3	2,192
Hamilton	7,462	88.4	6,595	1,738	91.1	1,584	2,537	88.5	2,246	3,187	86.8	2,765
Hancock	5,276	87.9	4,639	1,545	90.5	1,398	1,683	88.6	1,491	2,048	85.5	1,750
Harrison	4,562	66.4	3,030	....	....	....	1,601	74.8	1,197	2,961	61.9	1,833
Hendricks	5,896	86.2	5,083	....	....	....	2,993	88.8	2,659	2,903	83.5	2,424
Henry	11,252	91.7	10,323	4,773	95.2	4,542	3,949	89.5	3,535	2,530	88.8	2,246
Howard	13,528	93.2	12,614	9,579	94.4	9,041	1,831	90.4	1,655	2,118	90.5	1,918
Huntington	8,557	91.8	7,854	4,024	95.0	3,823	1,961	88.3	1,731	2,572	89.4	2,300
Jackson	7,296	79.7	5,816	2,578	89.3	2,301	2,098	80.6	1,691	2,620	69.6	1,824
Jasper	3,859	86.9	3,354	996	95.2	948	811	84.8	688	2,052	83.7	1,718
Jay	6,666	88.5	5,902	2,840	93.8	2,665	1,281	86.5	1,108	2,545	83.7	2,129
Jefferson	5,293	76.2	4,041	2,153	86.9	1,871	822	75.5	620	2,318	66.9	1,550
Jennings	3,428	67.1	2,299	896	91.6	820	634	68.3	433	1,898	55.1	1,046
Johnson	6,516	85.3	5,558	1,815	89.2	1,620	2,322	85.1	1,977	2,379	82.4	1,961
Knox	12,330	83.6	10,310	6,793	88.6	6,016	2,633	79.1	2,082	2,904	76.2	2,212
Kosciusko	8,653	87.0	7,530	1,914	93.2	1,784	3,133	87.8	2,751	3,606	83.1	2,995
Lagrange	3,864	74.7	2,885	....	....	....	1,575	90.5	1,425	2,289	63.8	1,460
Lake	75,902	94.5	71,713	68,895	94.8	65,300	5,046	93.5	4,719	1,961	86.4	1,694
La Porte	16,788	93.0	15,616	11,158	96.9	10,815	2,700	88.3	2,383	2,930	82.5	2,418
Lawrence	9,611	80.8	7,766	4,664	87.4	4,079	2,287	76.4	1,746	2,660	73.0	1,941
Madison	25,325	93.5	23,677	17,032	94.6	16,105	4,640	92.5	4,294	3,653	89.7	3,278
Marion	131,660	94.3	124,210	113,246	94.4	106,854	15,157	94.6	14,342	3,257	92.5	3,014
Marshall	7,329	86.7	6,362	1,726	92.6	1,598	2,641	88.9	2,349	2,962	81.5	2,415
Martin	2,600	64.6	1,680	....	....	....	1,165	75.8	883	1,435	55.6	797
Miami	8,168	90.4	7,382	3,704	94.8	3,512	2,022	87.9	1,777	2,442	85.7	2,093
Monroe	9,981	81.6	8,143	6,031	87.7	5,289	1,727	77.2	1,333	2,223	68.4	1,521
Montgomery	8,305	88.4	7,341	3,397	92.6	3,146	2,190	86.1	1,886	2,718	85.0	2,309
Morgan	5,690	77.5	4,415	1,499	92.6	1,388	1,825	81.0	1,479	2,366	65.4	1,548
Newton	3,022	85.4	2,584	....	....	....	1,720	90.1	1,550	1,302	79.4	1,034
Noble	6,598	87.1	5,748	1,668	96.8	1,614	2,209	87.9	1,941	2,721	80.6	2,193
Ohio	1,118	77.2	863	....	....	....	574	79.6	457	544	74.7	406
Orange	4,748	72.2	3,430	....	....	....	2,466	79.7	1,965	2,282	64.2	1,465
Owen	3,478	67.6	2,351	....	....	....	1,580	75.3	1,189	1,898	61.2	1,162
Parke	5,016	77.7	3,899	....	....	....	2,777	78.9	2,190	2,239	76.3	1,709
Perry	4,533	67.7	3,068	1,445	86.4	1,249	1,281	69.9	896	1,807	51.1	923
Pike	4,759	70.7	3,361	951	80.7	767	1,811	76.8	1,391	1,997	60.2	1,203
Porter	7,703	90.7	6,985	2,549	97.0	2,474	2,990	91.8	2,745	2,164	81.6	1,766
Posey	5,437	75.3	4,095	1,735	78.5	1,361	1,755	75.4	1,322	1,947	72.5	1,412
Pulaski	3,216	79.8	2,565	....	....	....	1,391	86.7	1,207	1,825	74.4	1,358
Putnam	5,886	83.5	4,914	1,570	93.6	1,470	1,590	85.1	1,353	2,726	76.7	2,091
Randolph	8,066	87.1	7,031	2,752	96.2	2,646	2,041	84.2	1,718	3,273	81.5	2,667
Ripley	5,213	73.1	3,805	830	94.2	782	1,615	81.2	1,311	2,768	61.9	1,712
Rush	5,465	87.6	4,785	1,829	89.7	1,641	1,272	84.2	1,071	2,364	87.7	2,073
St. Joseph	43,804	94.1	41,204	35,842	95.2	34,108	4,867	91.6	4,456	3,095	85.3	2,640
Scott	2,550	74.7	1,904	....	....	....	1,359	85.0	1,155	1,191	62.8	749
Shelby	7,815	85.8	6,705	3,365	90.9	3,058	1,881	77.8	1,463	2,569	85.0	2,184
Spencer	4,413	67.0	2,956	....	....	....	2,086	74.4	1,551	2,327	60.4	1,405
Starke	3,438	77.5	2,665	....	....	....	1,769	83.8	1,482	1,669	70.9	1,183
Steuben	4,148	85.2	3,532	999	94.6	945	1,348	85.1	1,148	1,801	79.9	1,439
Sullivan	7,939	77.2	6,123	1,592	89.5	1,425	3,520	76.8	2,704	2,827	70.5	1,994
Switzerland	2,438	71.5	1,743	....	....	....	784	78.3	614	1,654	68.3	1,129
Tippecanoe	14,305	92.6	13,247	10,066	94.9	9,548	1,741	87.5	1,524	2,498	87.1	2,175
Tipton	4,385	89.6	3,930	1,539	93.1	1,433	1,069	86.2	921	1,777	88.7	1,576
Union	1,793	86.1	1,543	....	....	....	885	88.5	783	908	83.7	760
Vanderburgh	36,227	88.7	32,136	27,763	89.7	24,891	6,454	87.0	5,615	2,010	81.1	1,630
Vermillion	6,506	83.0	5,401	2,193	90.5	1,985	3,174	80.2	2,546	1,139	76.4	870
Vigo	30,080	86.9	26,153	20,737	89.0	18,451	6,909	83.2	5,748	2,434	80.3	1,954
Wabash	7,561	90.7	6,856	3,733	94.1	3,513	1,448	86.8	1,256	2,380	87.7	2,087
Warren	2,529	83.5	2,113	....	....	....	1,094	83.8	917	1,435	83.3	1,196
Warrick	5,433	73.3	3,998	1,401	88.1	1,234	1,769	74.2	1,313	2,263	64.1	1,451
Washington	4,662	71.1	3,309	995	90.4	900	865	72.7	629	2,802	63.5	1,780
Wayne	16,456	93.1	15,315	10,191	94.9	9,666	3,639	91.2	3,319	2,626	88.7	2,330
Wells	5,537	88.8	4,912	1,678	95.1	1,596	1,215	85.5	1,038	2,644	86.2	2,278
White	4,873	86.1	4,199	976	93.3	911	1,885	86.2	1,625	2,012	82.7	1,663
Whitley	4,934	88.3	4,356	1,347	93.3	1,256	1,247	89.2	1,112	2,340	85.0	1,988
State Total	961,498	88.2	848,325	541,073	93.5	505,704	208,010	85.6	177,944	212,415	77.5	164,677

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Anderson	12,412	95.1	11,799
East Chicago	13,169	94.0	12,377
Elkhart	9,800	96.4	9,449
Evansville	28,363	89.9	25,493
Fort Wayne	32,998	96.7	31,918
Gary	30,005	93.0	27,914
Hammond	18,432	97.3	17,934
Indianapolis	112,231	94.3	105,871
Kokomo	9,579	94.4	9,041
Lafayette	8,132	94.0	7,642
Marion	8,032	93.9	7,538
Michigan City	6,513	97.1	6,322
Mishawaka	7,948	94.2	7,484
Muncie	14,685	94.0	13,810
New Albany	7,547	89.9	6,782
Richmond	10,191	94.9	9,666
South Bend	27,894	95.4	26,624
Terre Haute	19,654	89.3	17,558

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
ANDERSON	WHBU 1240	250
ELKHART	WTRC 1340	250
EVANSVILLE	WEOA 1400	250
	WGBF 1280	5,000-LS 1,000-N
FORT WAYNE	WGL 1450	250
	WOWO 1190	10,000
GARY	WIND 560	5,000
HAMMOND	WJOB 1230	100
	WJWC 1520	5,000
INDIANAPOLIS	WFBM 1260	5,000
	WIBC 1070	5,000-LS 1,000-N
	WIRE 1430	5,000
	WISH 1310	5,000-LS 1,000-N
KOKOMO	WKMO 1400	250
LAFAYETTE	WASK 1450	250
	*WBAA 920	5,000-LS 1,000-N
MUNCIE	WLBC 1340	250
NEW ALBANY	See Louisville, Ky.	
RICHMOND	WKBV 1490	100
SOUTH BEND	WSBT 960	1,000
TERRE HAUTE	WBOW 1230	250
VINCENNES	WAOV 1450	250

HERE ARE 27,509* ★ EXTRA CUSTOMERS

....at no extra cost!

Official tabulations reveal that 27,509 people have moved to the Indianapolis area (Marion County) in two years' time. That's equivalent to the population of an average Indiana county. These newcomers are spending more than $2,000,000 yearly for food; $400,000 yearly for drug items. These extra customers are yours . . . at no added cost! . . . when you use WFBM.

★

*Marion County, comprising Indianapolis and suburban areas, showed a population of 460,926 in the 1940 census. Today that population has increased to 488,435 . . . an increase of 27,509 . . . and is growing steadily every day.

★

WFBM

"THE HOOSIER STATION"

REPRESENTED BY THE KATZ AGENCY, INC.

IOWA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adair	3,763	87.7	3,299	....	....	....	1,553	88.5	1,375	2,210	87.1	1,924
Adams	2,930	87.7	2,570	....	....	....	1,167	87.9	1,025	1,763	87.6	1,545
Allamakee	4,500	83.9	3,777	874	88.3	772	1,340	81.7	1,095	2,286	83.6	1,910
Appanoose	6,975	80.9	5,647	2,494	89.1	2,221	2,271	78.2	1,775	2,210	74.7	1,651
Audubon	3,225	88.5	2,854	....	....	....	1,341	89.1	1,195	1,884	88.1	1,659
Benton	6,435	91.2	5,866	2,209	92.2	2,036	1,490	88.3	1,315	2,736	91.9	2,515
Black Hawk	22,621	95.3	21,563	17,738	96.2	17,063	2,222	90.6	2,014	2,661	93.4	2,486
Boone	7,917	91.3	7,232	3,555	94.0	3,341	1,614	89.8	1,450	2,748	88.8	2,441
Bremer	4,962	88.6	4,399	1,257	91.4	1,149	1,528	87.8	1,342	2,177	87.6	1,908
Buchanan	5,348	89.1	4,765	1,349	93.1	1,256	1,535	88.0	1,351	2,464	87.6	2,158
Buena Vista	5,483	93.9	5,148	1,511	95.7	1,447	1,719	91.4	1,571	2,253	94.6	2,130
Butler	4,983	87.8	4,373	....	....	....	2,462	87.1	2,145	2,521	88.4	2,228
Calhoun	4,864	92.4	4,496	....	....	....	2,635	90.3	2,380	2,229	94.9	2,116
Carroll	5,697	93.4	5,323	1,433	94.8	1,358	2,041	92.3	1,884	2,223	93.6	2,081
Cass	5,465	89.0	4,863	1,746	94.0	1,642	1,412	85.6	1,209	2,307	87.2	2,012
Cedar	4,845	88.4	4,286	759	85.5	649	1,662	87.8	1,460	2,424	89.8	2,177
Cerro Gordo	11,693	93.4	10,922	8,400	94.1	7,907	1,112	92.2	1,026	2,181	91.2	1,989
Cherokee	4,606	93.5	4,307	1,596	95.2	1,520	1,025	91.7	940	1,985	93.1	1,847
Chickasaw	4,110	87.0	3,576	850	93.0	790	1,124	86.4	971	2,136	85.0	1,815
Clarke	3,047	84.3	2,573	1,070	88.1	943	435	81.1	353	1,542	82.8	1,277
Clay	4,902	92.2	4,520	1,960	93.7	1,836	906	88.2	799	2,036	92.6	1,885
Clayton	6,650	84.1	5,591	....	....	....	3,445	84.4	2,908	3,205	83.7	2,683
Clinton	12,443	92.7	11,541	7,467	95.1	7,098	2,218	88.5	1,964	2,758	89.9	2,479
Crawford	5,361	89.4	4,790	1,235	90.6	1,119	1,555	88.9	1,382	2,571	89.0	2,289
Dallas	7,178	90.4	6,489	1,849	94.8	1,753	2,629	88.9	2,338	2,700	88.8	2,398
Davis	3,207	77.8	2,498	846	90.9	769	434	71.5	310	1,927	73.6	1,419
Decatur	3,970	79.3	3,147	....	....	....	1,945	82.9	1,613	2,025	75.7	1,534
Delaware	4,903	87.7	4,300	1,188	91.1	1,082	1,345	85.2	1,145	2,370	87.5	2,073
Des Moines	10,875	89.9	9,777	7,861	92.0	7,232	1,113	86.5	963	1,901	83.2	1,582
Dickinson	3,294	92.1	3,035	....	....	....	1,928	91.7	1,768	1,366	92.8	1,267
Dubuque	15,915	91.7	14,587	11,513	93.9	10,810	2,001	86.7	1,735	2,401	85.1	2,042
Emmet	3,548	91.0	3,228	1,598	90.8	1,451	614	88.9	546	1,336	92.1	1,231
Fayette	7,919	88.5	7,013	2,162	94.9	2,051	2,449	86.6	2,122	3,308	85.9	2,840
Floyd	5,706	91.2	5,208	2,558	94.7	2,423	1,070	89.8	961	2,078	87.8	1,824
Franklin	4,446	92.3	4,102	1,209	92.2	1,115	938	90.5	849	2,299	93.0	2,138
Fremont	4,143	85.4	3,539	....	....	....	1,998	87.5	1,748	2,145	83.5	1,791
Greene	4,725	92.2	4,357	1,256	92.6	1,163	1,178	92.0	1,084	2,291	92.1	2,110
Grundy	3,703	94.3	3,494	....	....	....	1,769	93.4	1,653	1,934	95.2	1,841
Guthrie	4,889	86.0	4,206	....	....	....	2,305	85.6	1,974	2,584	86.4	2,232
Hamilton	5,380	93.4	5,024	1,931	95.9	1,852	1,128	91.4	1,031	2,321	92.2	2,141
Hancock	3,965	91.6	3,633	....	....	....	1,776	91.6	1,628	2,189	91.6	2,005
Hardin	6,301	92.2	5,810	2,209	94.6	2,089	1,818	89.6	1,629	2,274	92.0	2,092
Harrison	6,143	81.1	4,984	1,130	90.1	1,018	2,179	81.0	1,765	2,834	77.7	2,201
Henry	4,856	86.2	4,186	1,400	90.8	1,271	1,456	84.3	1,228	2,000	84.3	1,687
Howard	3,592	86.1	3,095	1,057	89.4	945	763	79.8	609	1,772	86.9	1,541
Humboldt	3,565	91.6	3,264	825	90.5	747	1,150	90.7	1,043	1,590	92.7	1,474
Ida	3,024	92.0	2,782	....	....	....	1,544	91.1	1,407	1,480	92.9	1,375
Iowa	4,662	87.9	4,099	....	....	....	2,321	87.6	2,034	2,341	88.2	2,065
Jackson	5,198	87.1	4,528	1,220	91.8	1,120	1,675	82.1	1,376	2,303	88.2	2,032
Jasper	8,847	90.8	8,032	3,012	93.9	2,828	2,561	89.1	2,281	3,274	89.3	2,923
Jefferson	4,641	86.1	3,997	2,067	93.8	1,940	721	78.3	565	1,853	80.5	1,492
Johnson	9,356	88.8	8,307	5,174	94.7	4,898	1,345	86.9	1,169	2,837	79.0	2,240
Jones	5,144	88.3	4,540	1,598	91.3	1,460	1,232	83.4	1,027	2,314	88.7	2,053
Keokuk	5,520	86.9	4,799	....	....	....	2,811	87.8	2,469	2,709	86.0	2,330
Kossuth	6,511	91.1	5,933	1,385	93.7	1,298	1,745	88.7	1,547	3,381	91.3	3,088
Lee	11,425	87.1	9,952	8,198	90.8	7,445	1,000	81.3	813	2,227	76.0	1,694
Linn	26,378	92.8	24,490	19,952	95.1	18,970	2,769	85.0	2,353	3,657	86.6	3,167
Louisa	3,265	84.1	2,746	....	....	....	1,686	83.5	1,405	1,582	84.8	1,341
Lucas	4,187	86.6	3,628	1,754	91.6	1,607	669	85.7	573	1,764	82.1	1,448
Lyon	3,772	89.3	3,369	732	93.9	687	1,152	87.4	1,007	1,888	88.7	1,675
Madison	4,215	83.8	3,533	1,145	85.5	979	753	85.3	643	2,317	82.5	1,911
Mahaska	7,696	88.7	6,824	3,409	92.0	3,137	1,327	85.5	1,135	2,960	86.2	2,552
Marion	7,299	88.0	6,427	2,792	94.2	2,630	1,914	83.2	1,592	2,593	85.0	2,205
Marshall	9,702	94.0	9,117	5,564	95.3	5,304	1,540	91.8	1,414	2,598	92.3	2,399
Mills	3,662	85.7	3,136	754	88.2	665	1,094	87.2	954	1,814	83.6	1,517
Mitchell	3,833	88.5	3,390	973	91.1	886	1,003	84.5	847	1,857	89.2	1,657
Monona	4,861	83.0	4,032	974	81.8	797	1,505	84.4	1,270	2,382	82.5	1,965
Monroe	3,964	83.1	3,300	1,518	92.5	1,404	650	81.2	528	1,796	76.2	1,368
Montgomery	4,606	92.0	4,238	1,764	95.4	1,684	1,099	87.6	963	1,743	91.3	1,591
Muscatine	9,259	90.5	8,375	5,662	92.3	5,228	1,603	88.6	1,420	1,994	86.6	1,727
O'Brien	5,185	93.4	4,845	1,122	93.8	1,052	1,975	93.9	1,854	2,088	92.9	1,939
Osceola	2,689	90.2	2,425	....	....	....	1,285	89.5	1,150	1,404	90.8	1,275
Page	6,678	89.1	5,952	3,495	90.7	3,168	899	83.5	751	2,284	89.0	2,033
Palo Alto	4,009	90.1	3,612	874	91.8	802	1,143	89.1	1,019	1,992	89.9	1,791
Plymouth	6,001	89.5	5,373	1,485	93.1	1,383	1,547	89.8	1,389	2,969	87.6	2,601
Pocahontas	4,204	93.6	3,934	....	....	....	1,954	92.9	1,814	2,250	94.2	2,120
Polk	56,516	94.0	53,129	47,856	94.9	45,427	5,361	88.4	4,738	3,299	89.8	2,964
Pottawattamie	18,471	90.3	16,675	11,693	92.1	10,773	2,752	88.8	2,445	4,026	85.9	3,457
Poweshiek	5,368	92.0	4,937	1,610	93.4	1,503	1,401	91.0	1,275	2,357	91.6	2,159
Ringgold	3,264	83.1	2,710	....	....	....	1,314	84.1	1,105	1,950	82.3	1,605
Sac	4,763	92.6	4,412	915	92.1	843	1,699	91.3	1,551	2,149	93.9	2,018
Scott	24,166	93.9	22,686	19,950	94.8	18,918	1,845	88.7	1,637	2,371	89.9	2,131
Shelby	4,255	90.6	3,854	1,102	95.3	1,050	945	90.3	853	2,208	88.4	1,951
Sioux	6,647	86.9	5,776	726	86.7	630	2,790	88.9	2,482	3,131	85.1	2,664
Story	9,286	94.5	8,778	4,572	97.7	4,467	2,129	91.5	1,947	2,585	91.3	2,359
Tama	6,237	90.9	5,670	860	93.3	803	2,482	90.0	2,234	2,895	91.0	2,633
Taylor	4,176	83.9	3,505	....	....	....	1,917	84.2	1,614	2,259	83.7	1,891
Union	4,848	88.8	4,303	2,486	90.6	2,253	778	91.0	708	1,584	84.7	1,342
Van Buren	3,702	82.7	3,063	....	....	....	1,801	84.0	1,513	1,901	81.5	1,550
Wapello	12,834	89.5	11,479	9,262	92.8	8,592	1,375	84.7	1,165	2,197	78.4	1,722
Warren	5,110	84.5	4,321	1,325	92.5	1,226	1,283	84.8	1,088	2,502	80.2	2,007
Washington	5,746	87.1	5,002	1,661	91.6	1,522	1,485	84.0	1,247	2,600	85.9	2,233
Wayne	4,016	84.6	3,400	....	....	....	2,125	87.8	1,866	1,891	81.1	1,534
Webster	11,374	92.9	10,568	6,481	94.4	6,120	1,976	90.1	1,781	2,917	91.4	2,667
Winnebago	3,555	88.7	3,152	741	89.8	665	1,074	88.0	945	1,740	88.6	1,542
Winneshiek	5,807	87.2	5,060	1,580	92.5	1,461	1,192	80.6	961	3,035	86.9	2,638
Woodbury	28,394	91.4	25,966	22,851	93.2	21,295	2,371	86.3	2,047	3,172	82.7	2,624
Worth	3,006	88.8	2,670	....	....	....	1,357	89.3	1,212	1,649	88.4	1,458
Wright	5,442	93.5	5,085	2,004	94.1	1,886	1,308	92.1	1,205	2,130	93.6	1,994
State Total	701,824	90.2	633,168	312,393	93.7	292,724	161,077	87.6	141,059	228,354	87.3	199,385

Cities of 25,000 Or More Populati

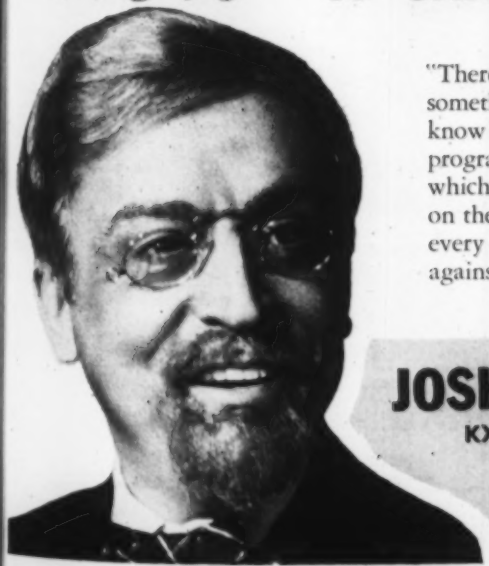
City	Units	% Radio	Radio Units
Burlington	7,861	92.0	7,22
Cedar Rapids	18,488	95.3	17,61
Clinton	7,467	95.1	7,09
Council Bluffs	11,693	92.1	10,77
Davenport	19,141	94.8	18,14
Des Moines	46,629	94.9	44,22
Dubuque	11,513	93.9	10,81
Mason City	7,238	94.1	6,81
Ottumwa	9,262	92.8	8,59
Sioux City	22,851	93.2	21,29
Waterloo	14,930	96.2	14,36

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
AMES	*WOI 640	5,000-D
BOONE	*KFGQ 1260	250-D
BURLINGTON	KBUR 1490	250
CEDAR RAPIDS	WMT 600	5,000
CLINTON	KROS 1340	250
DAVENPORT	WOC 1450	250 CP-5,000
	CP-1420	
DECORAH	*KWLC 1240	250-D
DES MOINES	KRNT 1350	5,000
	KSO 1460	5,000
	WHO 1040	50,000
DUBUQUE	KDTH 1370	1,000
	WKBB 1490	250
FORT DODGE	KVFD 1400	250
IOWA CITY	*WSUI 910	5,000
MARSHALLTOWN	KFJB 1230	250
MASON CITY	KGLO 1300	1,000 CP-5,000
OTTUMWA	KBIZ 1240	250
SHENANDOAH	KFNF 920	1,000-D 500-N
	ST-KUSD	
	KMA 960	5,000-D 1,000-N CP-5,000-D
SIOUX CITY	KSCJ 1360	5,000
	KTRI 1450	250
SPENCER (Construction Permit)	KICD 1240	100
WATERLOO	KXEL 1540	50,000

The NEW VOICE OVER ALL IOWA

NOW IT CAN BE TOLD--- SAYS JOSH HIGGINS



"There's a stir inside of you when you know a promise has been fulfilled. When I said something was going to happen to Iowa radio when KXEL went on the air, I didn't know the half of it. Of course, I was sure what folks out here wanted in the way of programming, because I've been a part of 'em for years. But, the enthusiasm with which KXEL's 'bell clear' reception was received just about flabbergasted me. We are on the air and now it can be told that KXEL has not only fulfilled, BUT EXCEEDED, every promise made for it. And, to top it off, has DISPROVED every statement made against it."

JOSH HIGGINS BROADCASTING COMPANY

KXEL — JOSH HIGGINS VOICE OF AGRICULTURE — WATERLOO, IOWA

BASIC BLUE NETWORK

REPRESENTED BY—JOHN BLAIR & COMPANY

XUM

KANSAS

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Allen	6,020	76.4	4,597	2,340	84.6	1,980	1,646	78.5	1,292	2,034	65.1	1,325
Anderson	3,404	73.3	2,489	862	84.5	729	843	63.8	677	1,699	63.8	1,083
Atchison	6,217	84.8	5,270	3,703	90.7	3,358	692	81.0	561	1,822	74.2	1,351
Barber	2,574	81.6	2,100	....	....	....	1,505	82.8	1,246	1,069	79.8	854
Barton	6,790	87.3	5,926	3,585	91.5	3,279	1,476	84.9	1,253	1,729	80.6	1,394
Bourbon	6,354	77.0	4,890	3,310	82.9	2,744	729	72.2	526	2,315	70.0	1,620
Brown	5,080	83.4	4,236	1,940	87.8	1,703	838	84.0	704	2,302	79.5	1,829
Butler	9,210	82.5	7,596	4,095	91.1	3,731	2,214	81.7	1,809	2,901	70.9	2,056
Chase	1,835	75.1	1,379	....	....	....	942	78.0	735	893	72.1	644
Chautauqua	2,685	66.9	1,796	....	....	....	1,406	75.7	1,064	1,279	57.2	732
Cherokee	8,656	74.8	6,476	3,907	80.1	3,130	2,437	70.4	1,716	2,312	70.5	1,630
Cheyenne	1,590	76.0	1,208	....	....	....	656	78.9	517	934	73.9	691
Clark	1,107	81.8	905	....	....	....	609	82.1	500	498	81.4	405
Clay	3,964	86.3	3,420	1,413	90.5	1,279	675	86.2	582	1,876	83.1	1,559
Cloud	5,001	82.4	4,123	1,843	90.3	1,664	1,188	82.9	985	1,970	74.8	1,474
Coffey	3,679	72.3	2,661	....	....	....	1,651	81.1	1,339	2,028	65.2	1,322
Comanche	1,241	83.4	1,034	....	....	....	694	84.1	583	547	82.5	451
Cowley	11,102	84.9	9,428	6,947	90.6	6,292	1,536	79.0	1,213	2,619	73.4	1,923
Crawford	13,614	81.2	11,055	6,487	90.0	5,841	4,663	75.0	3,499	2,464	69.6	1,715
Decatur	2,062	75.1	1,552	....	....	....	950	81.6	775	1,112	69.8	777
Dickinson	6,632	87.9	5,829	2,846	93.2	2,652	1,322	84.6	1,118	2,464	83.6	2,059
Doniphan	3,663	74.0	2,714	....	....	....	1,711	77.9	1,333	1,952	70.7	1,381
Douglas	7,897	85.6	6,766	4,689	89.4	4,193	1,075	87.2	937	2,133	76.7	1,636
Edwards	1,834	80.6	1,479	....	....	....	1,080	83.0	897	754	77.2	582
Elk	2,468	71.2	1,756	....	....	....	1,243	81.2	1,009	1,225	61.0	747
Ellis	3,935	80.5	3,164	1,619	90.6	1,467	1,050	76.8	806	1,266	70.3	891
Ellsworth	2,676	83.6	2,239	....	....	....	1,515	87.8	1,330	1,161	78.3	909
Finney	2,706	81.6	2,210	1,797	85.1	1,530	167	73.0	122	742	75.2	558
Ford	4,579	87.1	3,987	2,435	90.4	2,201	955	85.8	819	1,189	81.3	967
Franklin	6,117	81.3	4,976	2,956	91.1	2,693	937	78.9	740	2,224	69.4	1,543
Geary	3,527	90.1	3,178	2,542	92.6	2,353	203	88.7	180	782	82.5	645
Gove	1,138	67.1	763	....	....	....	458	71.5	327	680	64.1	436
Graham	1,572	66.8	1,051	....	....	....	637	67.5	430	935	66.4	621
Grant	497	73.1	363	....	....	....	245	78.3	192	252	68.0	171
Gray	1,200	76.0	909	....	....	....	559	87.2	487	641	65.9	422
Greeley	429	75.6	324	....	....	....	228	79.0	180	201	71.7	144
Greenwood	4,764	75.2	3,579	1,160	85.1	987	1,680	81.3	1,366	1,924	63.7	1,226
Hamilton	707	75.9	536	....	....	....	419	78.8	330	288	71.6	206
Harper	3,481	84.6	2,945	897	89.6	803	1,044	82.0	857	1,540	83.4	1,285
Harvey	5,973	87.0	5,191	3,121	92.7	2,894	1,188	88.5	1,051	1,664	74.9	1,246
Haskell	541	80.0	433	....	....	....	257	88.1	227	284	72.6	206
Hodgeman	892	75.7	675	....	....	....	319	84.2	269	573	70.9	406
Jackson	3,909	74.5	2,906	959	86.3	827	732	77.9	570	2,218	68.0	1,509
Jefferson	3,748	69.8	2,613	....	....	....	1,594	79.2	1,263	2,154	62.7	1,350
Jewell	3,603	73.8	2,657	....	....	....	1,376	77.7	1,069	2,227	71.3	1,588
Johnson	9,686	88.4	8,552	1,181	84.6	999	5,980	93.7	5,605	2,525	77.1	1,948
Kearny	671	80.0	538	....	....	....	322	84.2	271	349	76.4	267
Kingman	3,212	84.4	2,711	965	91.1	879	676	83.0	561	1,571	80.9	1,271
Kiowa	1,395	82.8	1,154	....	....	....	722	85.9	620	673	79.3	534
Labette	8,889	80.3	7,138	4,134	88.8	3,670	2,213	78.2	1,730	2,542	68.4	1,738
Lane	759	79.6	604	....	....	....	375	76.4	286	384	82.9	318
Leavenworth	9,023	85.6	7,722	5,737	89.5	5,136	1,172	81.2	951	2,114	77.3	1,635
Lincoln	2,314	80.8	1,868	....	....	....	979	83.3	815	1,335	78.9	1,053
Linn	3,656	62.6	2,285	....	....	....	1,506	72.5	1,091	2,150	55.5	1,194
Logan	961	76.3	732	....	....	....	539	87.7	473	422	61.4	259
Lyon	7,692	82.3	6,336	3,977	91.8	3,651	1,157	81.0	937	2,558	68.3	1,748
McPherson	6,710	85.7	5,751	2,142	93.4	2,002	1,903	87.8	1,670	2,665	78.0	2,079
Marion	5,197	80.0	4,162	....	....	....	2,642	83.3	2,200	2,555	76.8	1,962
Marshall	5,966	81.7	4,873	1,136	93.3	1,060	2,087	84.6	1,765	2,743	74.7	2,048
Meade	1,444	75.9	1,097	....	....	....	757	81.5	617	687	69.9	480
Miami	5,412	77.6	4,203	2,431	85.3	2,075	642	77.1	495	2,339	69.8	1,633
Mitchell	3,173	84.2	2,670	1,077	88.8	956	708	78.7	557	1,388	83.4	1,157
Montgomery	14,650	81.1	11,881	10,473	85.8	8,987	1,460	70.3	1,026	2,717	68.7	1,868
Morris	2,969	80.4	2,388	894	90.9	812	579	83.0	481	1,496	73.2	1,095
Morton	611	71.6	437	....	....	....	395	70.1	277	216	74.3	160
Nemaha	4,486	79.2	3,549	....	....	....	2,148	86.6	1,860	2,338	72.2	1,689
Neosho	6,552	77.4	5,077	3,123	89.0	2,778	1,232	72.6	895	2,197	63.9	1,404
Ness	1,765	77.3	1,364	....	....	....	820	79.1	648	945	75.8	716
Norton	2,711	71.2	1,928	827	86.0	711	567	72.3	410	1,317	61.2	807
Osage	4,625	75.2	3,479	....	....	....	2,213	83.9	1,856	2,412	67.3	1,623
Osborne	2,856	79.5	2,271	....	....	....	1,445	83.6	1,207	1,411	75.4	1,064
Ottawa	2,778	84.8	2,356	....	....	....	1,358	87.1	1,182	1,420	82.6	1,174
Pawnee	2,466	86.2	2,125	1,098	89.3	981	309	87.0	269	1,059	82.6	875
Phillips	3,053	74.0	2,256	....	....	....	1,413	78.8	1,114	1,640	69.6	1,142
Pottawatomie	3,869	78.1	3,020	....	....	....	1,859	85.2	1,584	2,010	71.4	1,436
Pratt	3,467	87.8	3,045	1,896	92.7	1,758	472	81.9	387	1,099	81.9	900
Rawlins	1,701	81.1	1,379	....	....	....	712	80.7	574	989	81.3	805
Reno	14,772	87.2	12,887	8,733	90.7	7,921	2,718	88.7	2,410	3,321	77.0	2,556
Republic	3,999	76.1	3,043	796	87.2	694	972	77.7	756	2,231	71.4	1,593
Rice	4,988	88.3	4,403	1,329	93.2	1,238	2,022	89.4	1,807	1,637	82.9	1,358
Riley	6,074	86.9	5,274	3,544	92.9	3,292	725	83.7	607	1,805	76.2	1,375
Rooks	2,355	77.3	1,822	....	....	....	1,177	81.2	956	1,178	73.5	866
Rush	2,161	78.5	1,695	....	....	....	1,084	81.3	881	1,077	75.6	814
Russell	3,706	83.8	3,109	1,423	88.9	1,265	910	83.6	761	1,373	78.9	1,083
Saline	8,394	91.4	7,677	6,053	94.1	5,698	639	86.1	550	1,702	83.9	1,429
Scott	992	82.0	813	....	....	....	554	83.1	460	438	80.7	353
Sedgwick	42,468	90.3	38,356	34,775	91.4	31,783	4,214	87.9	3,702	3,479	82.5	2,871
Seward	1,800	83.2	1,500	1,254	88.7	1,113	133	78.3	104	413	68.5	283
Shawnee	26,376	90.8	23,955	20,462	93.2	19,077	3,342	87.7	2,931	2,572	75.7	1,947
Sheridan	1,254	70.6	885	....	....	....	420	75.4	317	834	68.1	568
Sherman	1,741	80.6	1,402	969	83.5	809	129	84.4	109	643	75.3	484
Smith	3,205	70.8	2,269	....	....	....	1,328	79.6	1,056	1,877	64.6	1,213
Stafford	2,921	84.7	2,475	....	....	....	1,483	89.7	1,330	1,438	79.7	1,145
Stanton	365	69.1	252	....	....	....	185	72.1	133	180	65.9	119
Stevens	852	72.9	620	....	....	....	458	78.1	358	394	66.5	262

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Hutchinson	8,733	90.7	7,921
Kansas City	34,068	91.5	31,162
Topeka	20,462	93.2	19,077
Wichita	34,775	91.4	31,783

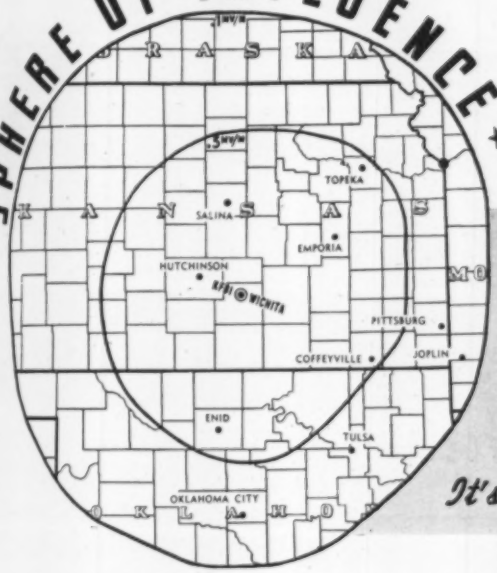
Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
ATCHISON	KVAK 1450	100
COFFEYVILLE	KGGF 690	1,000-D 500-N
DODGE CITY	KGNO 1370	1,000-D 250-N
EMPORIA	KTSW 1400	250
GARDEN CITY	KIUL 1240	100
GREAT BEND	KVGB 1400	250
HUTCHINSON	KWBW 1450	250
KANSAS CITY	KCKN 1340	250
LAWRENCE	*KFKU 1250 ST-WREN	5,000-D 1,000-N
	WREN 1250 ST-KFKU	5,000-D 1,000-N
MANHATTAN	*KSAC 580 ST-WIBW	1,000-D 500-N
PITTSBURG	KOAM 810	1,000-D
SALINA	KSAL 1150	1,000
TOPEKA	WIBW 580 ST-KSAC	5,000
WICHITA	KANS 1240	250
	KFBI 1070	5,000-D 1,000-N
	KFH 1330	5,000

(Continued on page 42)

KFBI

SPHERE OF INFLUENCE ★ ★



★ **BILLIONS AND BILLIONS OF DOLLARS POUR INTO THIS AREA FOR FOOD, PLANES AND OIL. MORE THAN TWO MILLION PEOPLE WITH EARNINGS MANY TIMES GREATER THAN EVER BEFORE.**

It's the nation's bright spot by all authoritative calculations

Here is a buying market, rich in war essentials. Plenty of raw materials, foodstuffs, plus booming war factories from one corner of the territory to the other. Business activity reports prove that this region is tops. ¶ Sales opportunities are plentiful—especially if you use KFBI, the friendly, influential station that is carefully programmed to serve war-enriched listeners of the region. ¶ **The Wichita Market has the buying power—KFBI has the selling power. Put them together for a sales winner!**

Write for the FILE OF FACTS

Makes Wichita Market and Media details readily available.

ADDRESS RADIO STATION KFBI

Ray Linton, General Manager

Merchandising

Sound, definitely planned merchandising assistance backs up campaigns scheduled on KFBI. Regularly, advertisers receive factual reports on KFBI activities regarding surveys, wholesale, retail and consumer selling.

5000 WATTS ★ ★ ★ 1070 KC
BLUE AND MUTUAL NETWORKS

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Sumner	7,602	85.1	6,469	2,146	90.3	1,938	2,575	84.2	2,167	2,881	82.1	2,364
Thomas	1,747	83.9	1,466	....	....	....	1,020	86.7	884	727	80.1	582
Trego	1,462	77.4	1,130	....	....	....	630	82.1	517	832	73.7	613
Wabaunsee	2,603	72.4	1,883	....	....	....	1,044	81.9	855	1,559	65.9	1,028
Wallace	598	71.6	428	....	....	....	285	81.3	232	313	62.7	196
Washington	4,600	75.8	3,486	....	....	....	1,910	82.5	1,576	2,690	71.0	1,910
Wichita	564	75.0	423	....	....	....	263	78.7	207	301	71.8	216
Wilson	5,244	77.6	4,076	2,218	89.9	1,994	1,114	73.2	815	1,912	66.3	1,267
Woodson	2,323	71.0	1,648	....	....	....	1,189	81.4	968	1,134	59.9	680
Wyandotte	40,551	90.4	36,676	34,068	91.5	31,163	4,830	86.9	4,195	1,653	79.7	1,318
State Total	511,109	83.0	424,457	224,314	90.4	202,770	128,059	82.4	105,543	158,736	73.2	116,144

CORRECTION PLEASE!

The figures below are two years old

There is a new Wichita now!

WICHITA POPULATION		WICHITA RETAIL SALES		SEDGWICK COUNTY RADIO FAMILIES	
THEN	NOW	THEN	NOW	THEN	NOW
113,540	188,000	$53,243,000	$100,000,000	38,356	50,000 Approximately
* 1943 Estimate—265,000					

The dominant popularity, prestige and acceptance of

KFH

... has kept pace with Greater Wichita

CALL ANY EDWARD PETRY OFFICE

KFH is the only full time CBS outlet in Kansas and is by far the leading station in the leading market in Kansas and Northern Oklahoma

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adair	4,353	44.2	1,925	....	....	....	865	57.7	499	3,488	40.9	1,426
Allen	3,964	47.0	1,862	....	....	....	978	61.1	597	2,986	42.4	1,265
Anderson	2,404	72.7	1,746	....	....	....	791	77.9	616	1,613	70.1	1,130
Ballard	2,633	62.1	1,636	....	....	....	1,070	58.6	628	1,563	64.5	1,008
Barren	6,958	60.9	4,232	1,620	76.3	1,237	892	60.6	541	4,446	55.2	2,454
Bath	2,792	58.6	1,636	....	....	....	980	58.6	574	1,812	58.6	1,062
Bell	9,229	56.2	5,195	3,770	70.9	2,674	4,073	49.6	2,019	1,386	36.2	502
Boone	2,983	76.7	2,289	....	....	....	1,289	81.8	1,054	1,694	72.9	1,235
Bourbon	4,875	74.3	3,616	2,019	83.1	1,677	1,043	57.4	598	1,813	74.0	1,341
Boyd	10,956	83.0	9,087	8,538	88.5	7,557	1,601	64.2	1,027	817	61.5	503
Boyle	4,549	74.2	3,383	1,987	84.1	1,672	1,121	66.2	742	1,441	67.2	969
Bracken	2,550	73.2	1,866	....	....	....	982	77.7	763	1,568	70.4	1,103
Breathitt	4,637	22.2	1,030	....	....	....	798	51.0	407	3,839	16.2	623
Breckinridge	4,508	52.8	2,381	....	....	....	1,475	64.3	948	3,033	47.3	1,433
Bullitt	2,448	60.9	1,491	....	....	....	1,020	65.4	667	1,428	57.7	824
Butler	3,391	37.7	1,280	1,602	74.4	1,192	878	46.1	405	2,513	34.8	875
Caldwell	4,008	58.8	2,361	1,109	76.5	849	573	52.8	303	1,833	47.3	866
Calloway	5,202	59.8	3,118	16,701	94.6	15,796	835	64.0	534	3,258	53.2	1,735
Campbell	20,029	92.3	18,480	....	....	....	1,952	89.8	1,753	1,376	67.7	931
Carlisle	2,062	60.3	1,242	....	....	....	777	64.8	503	1,285	57.5	739
Carroll	2,388	70.9	1,692	849	78.6	667	493	64.6	319	1,046	67.5	706
Carter	5,284	51.8	2,738	....	....	....	2,169	62.2	1,349	3,115	44.6	1,389
Casey	4,258	39.3	1,672	3,482	65.8	2,290	645	41.4	267	3,618	38.9	1,405
Christian	9,195	54.9	5,061	2,666	75.6	2,015	1,871	53.7	1,004	3,842	46.0	1,767
Clark	4,976	72.1	3,592	....	....	....	471	58.4	275	1,839	70.8	1,302
Clay	4,527	33.7	1,530	....	....	....	933	47.7	445	3,594	30.2	1,085
Clinton	2,287	42.7	978	....	....	....	360	51.3	185	1,927	41.2	793
Crittenden	3,203	63.6	2,040	....	....	....	1,235	72.7	898	1,968	58.0	1,142
Cumberland	2,622	41.0	1,075	....	....	....	514	54.8	282	2,108	37.6	793
Daviess	13,556	75.9	10,299	8,351	84.4	7,045	1,345	66.9	900	3,860	61.0	2,354
Edmonson	2,557	44.3	1,132	....	....	....	626	56.5	354	1,931	40.3	778
Elliott	1,741	41.2	718	....	....	....	155	39.1	61	1,586	41.4	657
Estill	3,853	47.2	1,821	855	77.2	660	945	57.1	539	2,053	30.3	622
Fayette	21,044	81.9	17,249	13,849	79.8	11,057	4,982	88.8	4,425	2,213	79.8	1,767
Fleming	3,582	63.1	2,259	....	....	....	1,286	65.9	848	2,296	61.4	1,411
Floyd	10,457	57.7	6,031	....	....	....	6,332	67.7	4,288	4,125	42.3	1,743
Franklin	6,040	79.8	4,820	3,052	83.0	2,532	1,399	80.6	1,127	1,589	73.1	1,161
Fulton	4,080	62.7	2,559	1,013	78.8	799	1,459	59.4	867	1,608	55.6	893
Gallatin	1,188	59.4	701	....	....	....	509	68.9	351	679	51.5	350
Garrard	2,915	63.4	1,848	....	....	....	944	60.5	571	1,971	64.8	1,277
Grant	2,741	65.8	1,802	....	....	....	984	70.2	690	1,757	63.3	1,112
Graves	8,747	63.0	5,503	2,556	78.2	1,998	1,347	59.2	798	4,844	55.9	2,707
Grayson	4,361	42.4	1,847	....	....	....	1,119	60.8	681	3,242	36.0	1,166
Green	3,077	51.6	1,586	....	....	....	606	60.8	368	2,471	49.3	1,218
Greenup	5,456	63.4	3,463	....	....	....	3,213	77.8	2,499	2,243	43.0	964
Hancock	1,780	54.0	962	....	....	....	510	67.3	343	1,270	48.7	619
Hardin	6,091	61.4	3,740	1,061	78.5	833	1,819	66.7	1,213	3,211	52.7	1,694
Harlan	15,846	66.2	10,484	2,250	72.1	1,622	11,528	68.0	7,839	2,068	49.5	1,023
Harrison	4,243	74.2	3,144	1,486	80.9	1,202	505	61.5	311	2,252	72.4	1,631
Hart	4,320	50.3	2,172	....	....	....	1,066	59.7	637	3,254	47.2	1,535
Henderson	7,414	69.8	5,176	3,867	77.8	3,009	1,107	58.7	650	2,440	62.2	1,517
Henry	3,327	69.7	2,321	....	....	....	1,386	69.9	969	1,941	69.6	1,352
Hickman	2,442	58.9	1,440	....	....	....	725	63.0	457	1,717	57.2	983
Hopkins	10,321	64.6	6,667	4,116	76.7	3,157	3,113	61.6	1,917	3,092	51.5	1,593
Jackson	3,249	33.9	1,100	....	....	....	667	39.4	263	2,582	32.4	837
Jefferson	106,168	87.5	92,905	89,955	87.7	78,875	12,136	88.8	10,778	4,077	79.8	3,252
Jessamine	3,252	67.7	2,202	1,001	67.5	676	790	62.3	492	1,461	70.8	1,034
Johnson	5,527	50.7	2,800	....	....	....	2,635	64.3	1,694	2,892	38.2	1,106
Kenton	26,208	92.2	24,175	20,565	93.5	19,222	4,108	93.9	3,857	1,535	71.4	1,096
Knott	3,762	34.3	1,289	....	....	....	1,049	54.3	569	2,713	26.5	720
Knox	6,500	43.6	2,831	388	89.1	346	2,429	55.5	1,348	3,683	30.9	1,137
Larue	2,472	58.4	1,445	....	....	....	763	71.1	543	1,709	52.8	902
Laurel	5,460	45.1	2,462	....	....	....	1,781	56.6	1,009	3,679	39.5	1,453
Lawrence	3,747	45.6	1,712	....	....	....	1,213	56.0	679	2,534	40.8	1,033
Lee	2,280	42.0	957	....	....	....	838	49.4	414	1,442	37.7	543
Leslie	2,744	22.7	622	1,948	85.0	1,655	320	36.9	118	2,424	20.8	504
Letcher	8,102	57.2	4,642	....	....	....	3,384	58.9	1,993	2,770	35.9	994
Lewis	3,700	49.4	1,824	....	....	....	1,084	63.1	685	2,616	43.6	1,139
Lincoln	4,616	56.5	2,607	....	....	....	1,725	59.4	1,025	2,891	54.7	1,582
Livingston	2,399	54.5	1,307	....	....	....	810	55.8	452	1,589	53.8	855
Logan	6,090	57.2	3,486	1,170	67.7	792	1,053	65.4	688	3,867	51.9	2,006
Lyon	1,942	54.1	1,062	....	....	....	681	67.8	462	1,261	47.6	600
McCracken	13,462	71.3	9,595	9,607	73.0	7,011	1,669	71.5	1,193	2,186	63.6	1,391
McCreary	3,300	47.7	1,573	....	....	....	1,604	62.2	998	1,696	33.9	575
McLean	2,988	64.7	1,933	....	....	....	1,271	67.5	858	1,717	62.6	1,075
Madison	7,175	60.3	4,341	2,068	72.2	1,493	1,502	63.6	955	3,605	52.5	1,893
Magoffin	3,441	30.2	1,039	....	....	....	782	45.1	353	2,659	25.8	686
Marion	3,793	60.7	2,303	1,021	75.5	771	535	49.4	264	2,237	56.7	1,268
Marshall	4,379	59.4	2,601	....	....	....	1,963	70.7	1,389	2,416	50.2	1,212
Martin	2,056	34.0	699	....	....	....	626	45.3	284	1,430	29.0	415
Mason	5,096	73.2	3,730	1,917	80.0	1,534	1,427	66.8	953	1,752	70.9	1,243
Meade	2,185	60.5	1,322	....	....	....	764	62.0	473	1,421	59.7	849
Menifee	1,221	33.9	415	1,399	73.1	1,022	196	41.9	82	1,025	32.4	333
Mercer	3,932	72.1	2,835	....	....	....	525	65.3	343	2,008	73.2	1,470
Metcalfe	2,683	47.6	1,275	....	....	....	353	54.2	191	2,330	46.5	1,084
Monroe	3,258	49.2	1,604	1,465	72.0	1,054	681	58.4	398	2,577	46.8	1,206
Montgomery	3,204	62.6	2,007	....	....	....	567	39.0	221	1,172	62.5	732
Morgan	3,557	35.2	1,248	1,164	69.3	807	484	56.0	271	3,073	31.8	977
Muhlenberg	9,129	54.5	4,976	805	79.6	641	4,763	56.6	2,696	3,202	46.0	1,473
Nelson	4,184	64.0	2,678	....	....	....	1,075	62.8	675	2,304	59.1	1,362
Nicholas	2,393	71.2	1,705	....	....	....	859	70.8	608	1,534	71.5	1,097
Ohio	6,312	49.7	3,133	....	....	....	2,374	60.5	1,437	3,938	43.1	1,696
Oldham	2,096	71.8	1,504	....	....	....	997	76.8	765	1,099	67.3	739
Owen	2,998	64.0	1,917	....	....	....	753	66.3	499	2,245	63.2	1,418
Owsley	1,883	33.6	633	....	....	....	183	47.5	87	1,700	32.1	546
Pendleton	2,814	70.1	1,973	1,715	81.0	1,389	890	79.4	706	1,924	65.9	1,267
Perry	9,444	58.6	5,535	1,039	83.9	872	4,476	68.4	3,064	3,253	33.3	1,082
Pike	13,987	52.0	7,284	....	....	....	6,164	61.9	3,816	6,784	38.3	2,596
Powell	1,646	37.2	613	....	....	....	605	42.1	255	1,041	34.4	358
Pulaski	9,053	51.6	4,681	1,603	79.4	1,273	1,927	56.7	1,093	5,523	41.9	2,315

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Ashland	7,441	89.8	6,681
Covington	18,028	93.3	16,822
Lexington	13,849	79.8	11,057
Louisville	89,955	87.7	78,875
Newport	9,047	92.2	8,340
Owensboro	8,351	84.4	7,045
Paducah	9,607	73.0	7,011

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
ASHLAND	WCMI 1340	250
BOWLING GREEN	WLBJ 1340	250
HARLAN	WHLN 1450	250
HENDERSON	WSON 860	250–D
HOPKINSVILLE	WHOP 1230	250
LEXINGTON	WLAP 1450	250
LOUISVILLE	WAVE 970	5,000
	WGRC 1400 (New Albany, Ind.)	250
	WHAS 840	50,000
	WINK 1080 (Construction Permit)	5,000–LS 1,000–N
	WINN 1240	250
OWENSBORO	WOMI 1490	250
PADUCAH	WPAD 1450	250

(Continued on page 44)

KENTUCKY—(Continued)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Robertson	948	69.5	659	....	....	....	225	72.8	164	723	68.4	495
Rockcastle	3,711	33.4	1,240	....	....	....	1,311	46.6	611	2,400	26.2	629
Rowan	2,731	54.9	1,500	....	....	....	1,309	68.5	896	1,422	42.4	604
Russell	2,984	39.8	1,187	....	....	....	581	44.2	257	2,403	38.7	930
Scott	3,942	73.3	2,892	1,398	77.6	1,085	617	62.6	386	1,927	73.7	1,421
Shelby	4,770	73.5	3,506	1,348	75.7	1,021	821	69.2	568	2,601	73.7	1,917
Simpson	3,123	59.8	1,868	1,144	67.0	766	124	45.9	57	1,855	56.3	1,045
Spencer	1,649	64.2	1,058	....	....	....	419	69.6	291	1,230	62.4	767
Taylor	3,381	59.5	2,013	....	....	....	1,250	68.6	857	2,131	54.3	1,156
Todd	3,717	47.7	1,771	....	....	....	1,467	54.5	799	2,250	43.2	972
Trigg	3,131	49.6	1,553	....	....	....	828	54.6	452	2,303	47.8	1,101
Trimble	1,443	67.5	973	....	....	....	271	73.2	198	1,172	66.1	775
Union	4,390	69.6	3,057	839	68.8	577	1,988	67.6	1,344	1,563	72.7	1,136
Warren	9,797	61.0	5,987	4,251	71.2	3,028	1,545	57.5	889	4,001	51.7	2,070
Washington	3,049	65.5	1,997	....	....	....	849	72.2	613	2,200	62.9	1,384
Wayne	3,734	39.3	1,466	....	....	....	985	46.7	460	2,749	36.6	1,006
Webster	5,374	57.1	3,066	1,340	63.5	851	2,179	60.9	1,326	1,855	47.9	889
Whitley	7,288	47.1	3,434	1,574	78.8	1,240	2,653	49.6	1,317	3,061	28.6	877
Wolfe	2,068	31.6	654	....	....	....	376	48.7	183	1,692	27.8	471
Woodford	2,971	73.7	2,194	760	81.5	620	917	62.7	575	1,294	77.2	999
State Total	698,538	65.3	456,633	238,283	84.0	200,161	179,890	65.7	118,144	280,365	49.3	138,328

" . . . has been sponsored by three local merchants from the very first broadcast."

WSAR

● ASCAP Radio Program Service provides, without cost to any ASCAP-licensed station, programs of proved salability. If you are not using them write or wire us at once.

ASCAP

Radio Program Service

30 Rockefeller Plaza, New York

MOSSY BOTTOM (Ky.)

AIN'T EXACTLY FUNDAMENTAL!

Believe it or not, Mossy Bottom (Pike County, Ky.) is fairly typical of hundreds of small towns in this here State! But take a look at the opposite page, and you'll see that the whole of Pike County boasts only 7,284 radio homes (with buying power more or less in proportion)! Whereas the Louisville Trading Area has 242,077 radio homes—*and* 35.5% *more buying power than the rest of Kentucky combined!*

This sort of proves what we've been telling you all these years: That, laid end to end, all the Mossy Bottoms together can't hold a candle, so to speak, to the Louisville Trading Area as a market for your merchandise!

Incidentally, WAVE's "primary area" extends far beyond the Louisville Trading Area—but we aren't basing our story on *that*. Our pride is that WAVE reaches every radio home in the Louisville Trading Area *at lowest cost*—gets *listeners* because it's the *only* NBC outlet for nearly 100 miles around! Send for all the dope now—or just ask Free & Peters.

LOUISVILLE'S WAVE

970 K. C. - N. B. C. Basic Red

5000 Watts

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.

LOUISIANA

Parishes	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Acadia	10,971	39.2	4,300	3,816	54.2	2,068	2,132	43.3	923	5,023	26.1	1,309
Allen	4,464	43.3	1,933	1,091	54.1	590	1,892	48.7	922	1,481	28.4	421
Ascension	5,182	39.7	2,060	997	61.1	610	1,784	39.5	705	2,401	31.0	745
Assumption	4,263	32.7	1,391	....	....	....	2,052	35.3	723	2,211	30.2	668
Avoyelles	9,500	36.9	3,511	951	63.4	603	2,813	42.2	1,186	5,736	30.0	1,722
Beauregard	3,772	41.2	1,551	1,050	55.0	578	882	32.2	284	1,840	37.4	689
Bienville	5,671	37.8	2,142	....	....	....	1,814	57.1	1,035	3,857	28.7	1,107
Bossier	8,100	42.6	3,422	1,569	77.1	1,210	1,980	60.1	1,191	4,551	22.4	1,021
Caddo	40,350	65.6	26,484	26,909	76.3	20,534	6,501	68.2	4,431	6,940	21.9	1,519
Calcasieu	14,522	63.2	9,179	7,382	72.3	5,338	5,191	55.9	2,902	1,949	48.2	939
Caldwell	2,902	46.5	1,348	....	....	....	1,346	56.9	766	1,556	37.4	582
Cameron	1,698	47.8	813	....	....	....	772	58.8	454	926	38.8	359
Catahoula	3,522	28.1	1,019	....	....	....	1,074	42.1	452	2,448	23.2	567
Claiborne	7,036	38.4	2,698	988	59.3	586	1,480	68.0	1,006	4,568	24.2	1,106
Concordia	4,131	28.1	1,161	925	41.6	385	896	38.3	343	2,310	18.8	433
DeSoto	7,897	30.3	2,378	1,197	64.6	774	1,460	46.8	683	5,240	17.6	921
East Baton Rouge	23,016	71.0	16,314	9,130	78.0	7,124	11,472	70.7	8,114	2,414	44.6	1,076
East Carroll	5,206	30.5	1,582	1,192	40.1	477	398	33.2	132	3,616	26.9	973
East Feliciana	3,263	27.3	889	284	67.0	190	633	51.4	326	2,346	15.9	373
Evangeline	7,678	23.9	1,827	1,060	51.0	541	1,752	36.8	645	4,866	13.2	641
Franklin	7,981	34.9	2,792	874	60.2	526	697	53.0	369	6,410	29.6	1,897
Grant	3,915	39.4	1,549	....	....	....	2,323	46.0	1,070	1,592	30.1	479
Iberia	8,904	50.7	4,519	4,442	63.9	2,839	1,765	49.8	878	2,697	29.7	802
Iberville	7,001	35.9	2,512	1,367	57.0	780	3,062	37.9	1,162	2,572	22.2	570
Jackson	4,355	51.3	2,231	734	76.3	560	1,805	60.9	1,099	1,816	31.5	572
Jefferson	12,726	74.9	9,531	4,022	71.6	2,880	8,396	76.6	6,428	308	72.4	223
Jefferson Davis	6,046	44.9	2,711	1,959	62.8	1,231	1,935	43.1	834	2,152	30.0	646
Lafayette	10,321	43.7	4,528	4,942	64.8	3,204	1,366	44.5	608	4,013	17.8	716
Lafourche	8,638	40.3	3,474	1,398	68.1	952	3,992	41.1	1,641	3,248	27.1	881
LaSalle	2,737	48.3	1,322	....	....	....	1,901	51.4	977	836	41.3	345
Lincoln	6,005	46.9	2,824	1,924	64.9	1,249	647	56.7	367	3,434	35.2	1,208
Livingston	4,258	41.6	1,771	....	....	....	1,610	46.2	743	2,648	38.8	1,028
Madison	5,012	31.2	1,561	1,759	48.7	857	366	29.8	109	2,887	20.6	595
Morehouse	7,244	34.7	2,511	1,932	62.3	1,205	1,147	49.2	565	4,165	17.8	741
Natchitoches	9,851	32.5	3,197	1,918	57.2	1,096	1,959	40.9	800	5,974	21.8	1,301
Orleans	133,040	77.2	102,649	133,040	77.2	102,649	....	....	....	....	....	....
Ouachita	15,836	63.5	10,035	10,323	71.5	7,378	2,527	66.1	1,670	2,986	33.1	987
Plaquemines	2,918	49.8	1,454	....	....	....	1,979	50.5	999	939	48.5	455
Pointe Coupee	5,767	31.5	1,815	....	....	....	1,460	52.5	767	4,307	24.3	1,048
Rapides	17,651	52.8	9,309	8,354	67.0	5,598	4,593	47.8	2,194	4,704	32.2	1,517
Red River	3,896	30.3	1,180	....	....	....	862	58.6	505	3,034	22.2	675
Richland	7,112	35.6	2,549	....	....	....	1,895	60.5	1,146	5,217	26.9	1,403
Sabine	5,605	36.1	2,020	....	....	....	2,713	44.2	1,199	2,892	28.4	821
St. Bernard	1,779	61.4	1,093	....	....	....	1,589	60.4	961	190	69.5	132
St. Charles	2,895	49.8	1,441	....	....	....	2,371	53.1	1,259	524	34.7	182
St. Helena	2,215	30.3	672	....	....	....	316	45.3	143	1,899	27.9	529
St. James	3,799	33.4	1,270	....	....	....	2,449	36.1	885	1,350	28.5	385
St. John the Baptist	3,393	42.7	1,449	....	....	....	2,625	46.2	1,213	768	30.7	236
St. Landry	15,576	32.2	5,021	3,641	62.7	2,282	3,234	38.4	1,241	8,701	17.2	1,498
St. Martin	5,672	32.0	1,812	845	47.1	398	1,642	44.7	734	3,185	21.3	680
St. Mary	7,633	46.8	3,569	2,837	63.5	1,802	2,640	44.2	1,167	2,156	27.8	600
St. Tammany	5,974	52.8	3,158	1,852	69.7	1,292	2,758	46.1	1,271	1,364	43.6	595
Tangipahoa	11,363	44.8	5,089	2,788	59.4	1,655	2,696	54.7	1,474	5,879	33.3	1,960
Tensas	4,489	23.4	1,050	....	....	....	1,160	42.9	498	3,329	16.6	552
Terrebonne	8,152	44.1	3,590	2,250	69.4	1,561	3,344	38.8	1,297	2,558	28.6	732
Union	5,004	45.5	2,298	....	....	....	1,338	63.7	852	3,666	39.4	1,446
Vermilion	8,959	39.0	3,495	2,422	57.2	1,385	2,402	39.0	937	4,135	28.4	1,173
Vernon	4,765	42.3	2,019	817	60.3	492	1,625	41.0	666	2,323	37.0	861
Washington	8,583	52.7	4,526	4,030	68.1	2,743	1,033	57.0	589	3,520	33.9	1,194
Webster	8,430	51.0	4,295	2,636	67.5	1,780	2,074	66.3	1,374	3,720	30.7	1,141
West Baton Rouge	3,007	35.2	1,061	....	....	....	1,242	54.8	682	1,765	21.5	379
West Carroll	4,515	46.6	2,103	....	....	....	1,031	51.5	531	3,484	45.1	1,572
West Feliciana	2,182	21.8	473	....	....	....	681	36.8	250	1,501	14.9	223
Winn	4,180	40.9	1,731	1,280	61.5	787	1,041	29.9	312	1,859	34.0	632
State Total	592,528	53.3	315,261	262,927	72.6	190,789	136,615	52.5	71,689	192,986	27.3	52,783

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Alexandria	7,276	65.6	4,773
Baton Rouge	9,130	78.0	7,124
Monroe	7,897	69.4	5,497
New Orleans	133,040	77.2	102,649
Shreveport	26,909	76.3	20,534

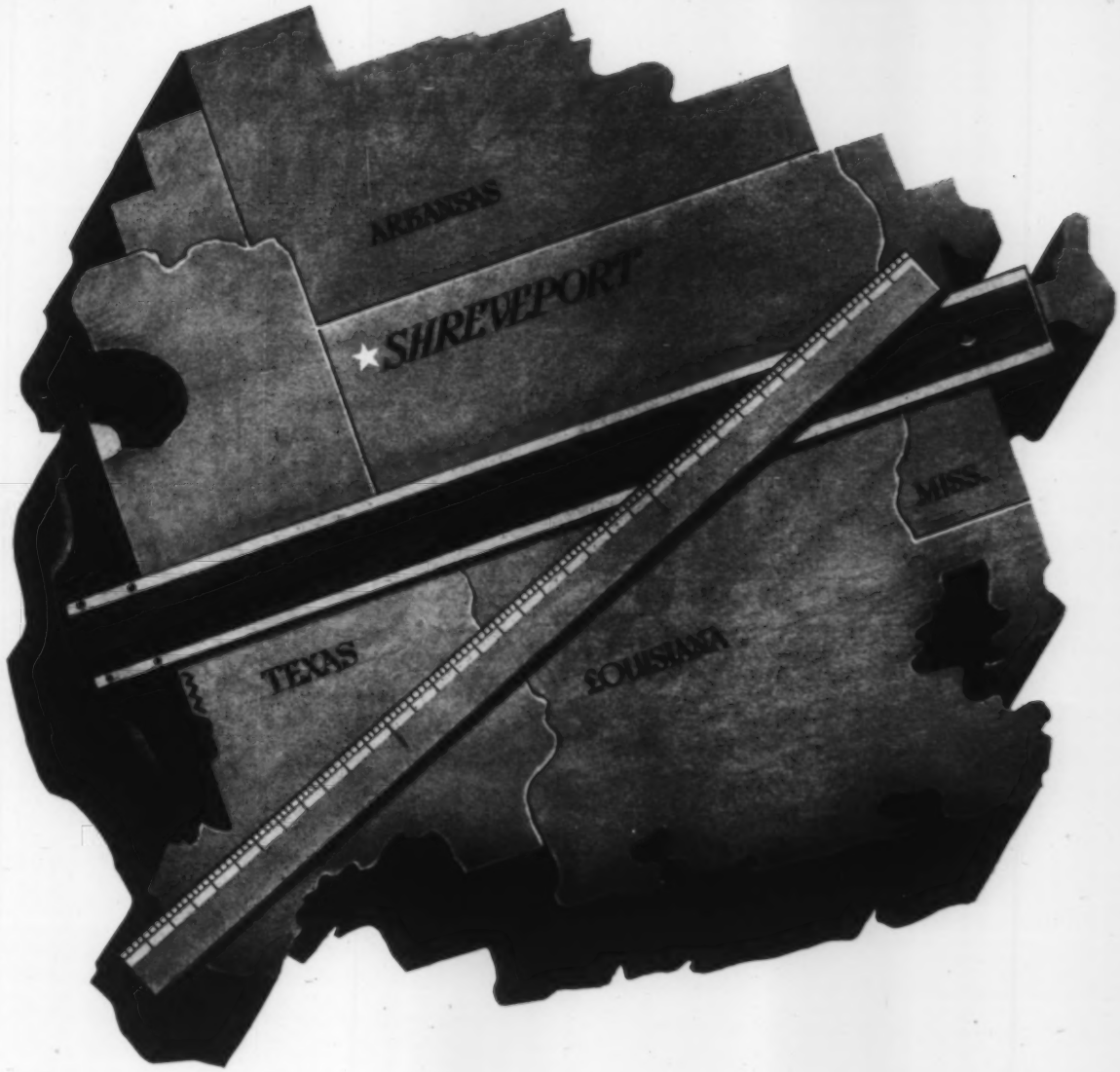
Broadcasting Stations

City	Call Letters	Freq. in Kc.	Power in Watts
ALEXANDRIA	KALB	1240	250
BATON ROUGE	WJBO	1150	5,000
LAFAYETTE	KVOL	1340	250
LAKE CHARLES	KPLC	1490	250
MONROE	KMLB	1230	250
NEW ORLEANS	WDSU	1280	1,000
	WJBW	1230	250
	WNOE	1450	250
	WSMB	1350	5,000
	WWL	870	50,000
SHREVEPORT	KRMD	1340	250
	KTBS	1480	1,000
	KWKH	1130	50,000

WWL
NEW ORLEANS

The Greatest Selling Power in the South's Greatest City

870 KC • CBS • 50,000 Watts • Clear Channel
Represented Nationally by the Katz Agency, Inc.



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* CBS sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000. Member South Central Quality network. Ask Branham Company for details.

CBS 50,000 WATTS

KWKH

A Shreveport Times Station

SHREVEPORT, LOUISIANA

THE SELLING POWER IN THE BUYING MARKET

MAINE

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Androscoggin	19,562	92.8	18,150	14,739	94.5	13,933	3,108	90.9	2,825	1,715	81.2	1,392
Aroostook	19,853	73.3	14,559	1,977	88.6	1,751	11,227	70.3	7,888	6,649	74.0	4,920
Cumberland	38,636	93.3	36,033	28,505	95.2	27,137	6,852	89.2	6,115	3,279	84.8	2,781
Franklin	5,332	81.5	4,348	....	....	....	3,783	84.7	3,205	1,549	73.8	1,143
Hancock	9,390	82.6	7,757	1,116	81.7	912	6,455	83.4	5,382	1,819	80.4	1,463
Kennebec	19,250	87.6	16,868	11,117	90.4	10,047	4,879	86.5	4,219	3,254	80.0	2,602
Knox	8,176	83.9	6,859	2,564	88.4	2,267	4,054	83.5	3,385	1,558	77.5	1,207
Lincoln	4,846	82.8	4,012	....	....	....	2,899	85.8	2,486	1,947	78.4	1,526
Oxford	11,011	83.6	9,204	1,929	90.2	1,741	6,404	84.7	5,425	2,678	76.1	2,038
Penobscot	24,307	89.1	21,649	10,986	95.4	10,482	9,242	86.7	8,009	4,079	77.4	3,158
Piscataquis	5,086	83.2	4,232	....	....	....	3,999	85.7	3,428	1,087	73.9	804
Sagadahoc	5,346	87.2	4,662	2,816	92.1	2,593	1,946	83.2	1,619	584	77.1	450
Somerset	10,213	83.3	8,509	1,665	91.7	1,526	5,482	86.3	4,731	3,066	73.5	2,252
Waldo	5,943	78.6	4,667	1,578	86.6	1,367	2,005	78.0	1,563	2,360	73.6	1,737
Washington	10,164	79.7	8,102	2,373	88.5	2,099	5,355	78.6	4,211	2,436	73.5	1,792
York	21,853	90.1	19,689	7,041	92.7	6,529	12,496	90.2	11,265	2,316	81.8	1,895
State Total	218,968	86.5	189,300	88,406	93.2	82,384	90,186	84.0	75,756	40,376	77.2	31,160

Cities of 2,500 Or More Population

City	Units	% Radio	Radio Units
Bangor	7,420	95.9	7,117
Lewiston	9,259	94.4	8,739
Portland	19,643	95.1	18,687

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
AUGUSTA	WRDO 1400	100
BANGOR	WABI 910	250 CP-5,000
	WLBZ 620	1,000-L 500-S CP-5,000-D
LEWISTON	WCOU 1240	250
PORTLAND	WCSH 970	5,000
	WGAN 560	5,000
PRESQUE ISLE	WAGM 1450-SH	100

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● Expertly written and commercially proved radio programs are available to any ASCAP-licensed station without cost. If you are not using these programs write or wire us at once, as a new series is ready.

ASCAP

Radio Program Service

30 Rockefeller Plaza, New York

RADIO'S OWN war aims can be stated quite simply:

1. To exert every human effort and every physical facility toward victory over the common enemy.

2. To maintain and heighten the morale of both our fighting forces and the home front—to keep 'em smiling, even laughing, while yet impressing upon them the grim purposes and the vital realities of this war.

3. To operate plant, maintain personnel and conduct business in the best interests of country, of audience and of the American broadcasting system's social and economic integrity.

Today, nothing else matters.

—An Editorial in BROADCASTING, August 10

MARYLAND

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Allegany	21,842	88.9	19,427	13,245	92.6	12,265	7,237	86.5	6,261	1,360	66.3	901
Anne Arundel	15,115	82.9	12,527	2,564	88.1	2,259	9,843	86.2	8,483	2,708	65.9	1,785
Baltimore	37,533	94.2	35,341	7,582	97.4	7,383	24,662	95.3	23,491	5,289	84.5	4,467
Baltimore City	227,582	93.9	213,790	227,582	93.9	213,790	....	....	....	....	....	....
Calvert	2,382	53.9	1,286	....	....	....	905	68.1	616	1,477	45.4	670
Carloine	4,862	72.1	3,507	....	....	....	2,807	77.7	2,182	2,055	64.5	1,325
Carroll	9,493	85.2	8,090	1,440	94.8	1,365	4,553	86.5	3,940	3,500	79.6	2,785
Cecil	6,333	81.1	5,136	953	90.0	857	3,443	81.9	2,820	1,937	75.3	1,459
Charles	3,779	50.4	1,907	....	....	....	1,773	61.2	1,085	2,006	41.0	822
Dorchester	7,239	69.5	5,040	2,812	77.0	2,167	2,600	65.1	1,694	1,827	64.5	1,179
Frederick	14,306	82.5	11,793	5,243	90.5	4,744	4,971	78.9	3,923	4,092	76.4	3,126
Garrett	4,953	65.9	3,267	....	....	....	2,636	73.1	1,928	2,317	57.8	1,339
Harford	8,274	82.4	6,823	1,320	90.1	1,190	3,531	84.1	2,970	3,423	77.8	2,663
Howard	3,965	80.1	3,176	....	....	....	2,432	83.5	2,031	1,533	74.7	1,145
Kent	3,702	70.6	2,613	849	77.5	658	1,841	63.6	1,171	1,012	77.5	784
Montgomery	21,740	91.0	19,771	2,100	96.5	2,027	16,513	93.5	15,432	3,127	73.9	2,312
Prince Georges	21,353	85.3	18,216	4,883	97.3	4,753	13,179	88.0	11,600	3,291	56.6	1,863
Queen Annes	3,913	65.9	2,579	....	....	....	2,255	65.3	1,472	1,658	66.8	1,107
St. Marys	3,084	42.6	1,313	....	....	....	1,471	43.2	635	1,613	42.0	678
Somerset	5,544	63.5	3,521	1,115	71.1	793	2,806	61.5	1,726	1,623	61.7	1,002
Talbot	5,267	75.5	3,970	1,346	89.2	1,200	2,237	70.9	1,585	1,684	70.4	1,185
Washington	17,697	86.5	15,305	8,784	93.2	8,185	6,131	83.2	5,098	2,782	72.7	2,022
Wicomico	9,744	77.9	7,597	3,799	86.0	3,268	3,320	74.5	2,473	2,625	70.7	1,856
Worcester	5,981	69.4	4,169	888	84.2	748	2,966	68.8	2,039	2,127	65.0	1,382
State Total	465,683	88.1	410,164	286,505	93.4	267,652	124,112	84.4	104,655	55,066	68.7	37,857

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Baltimore	227,582	93.9	213,790
Cumberland	10,339	92.7	9,583
Hagerstown	8,784	93.2	8,185

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
BALTIMORE	WBAL 1090	50,000
	WCAO 600	5,000
	WCBM 1400	250
	WFBR 1300	5,000
	WITH 1230	250
CUMBERLAND	WTBO 820	250
	L-WBAP, WFAA	
FREDERICK	WFMD 930	500
HAGERSTOWN	WJEJ 1240	250
SALISBURY	WBOC 1230	250

WCBM

BLUE

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WCBM

BLUE NETWORK

BALTIMORE

John Elmer, President

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George H. Roeder, General Manager

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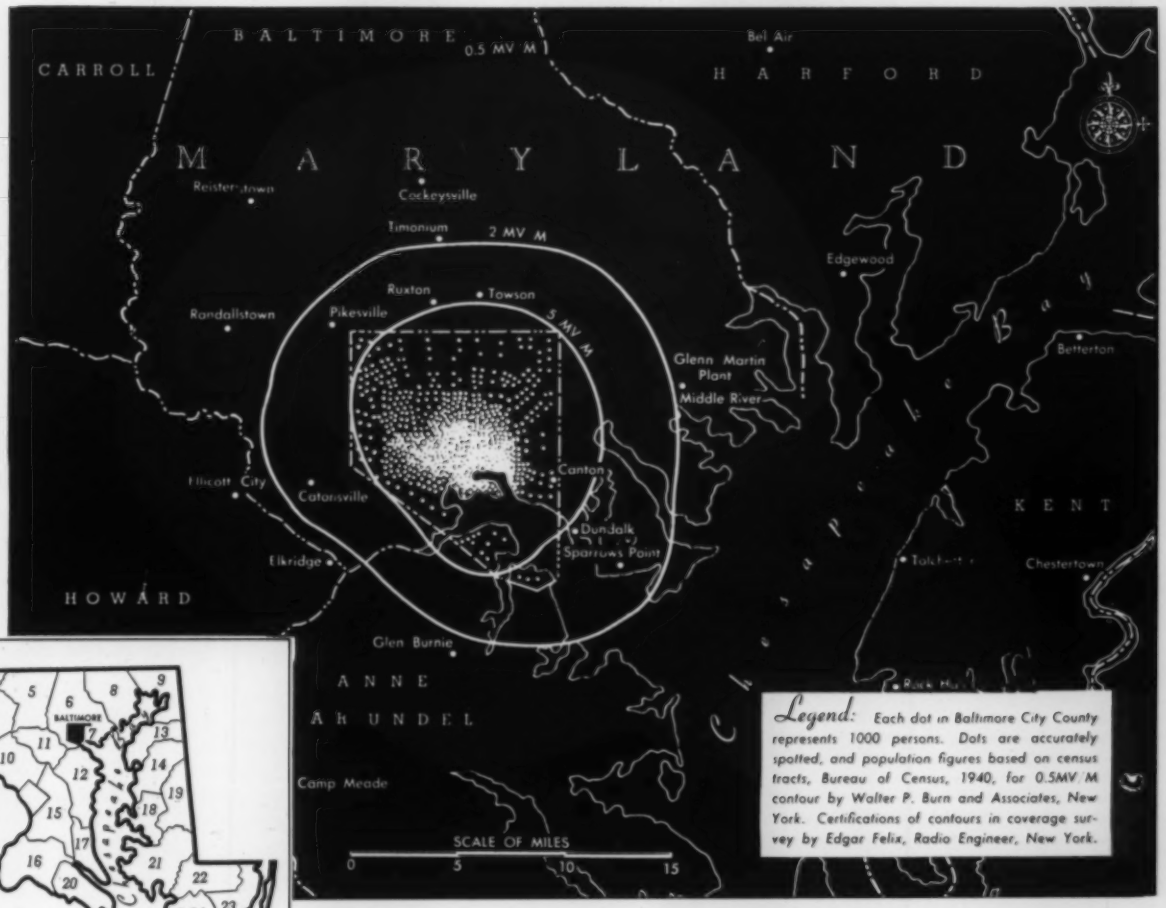
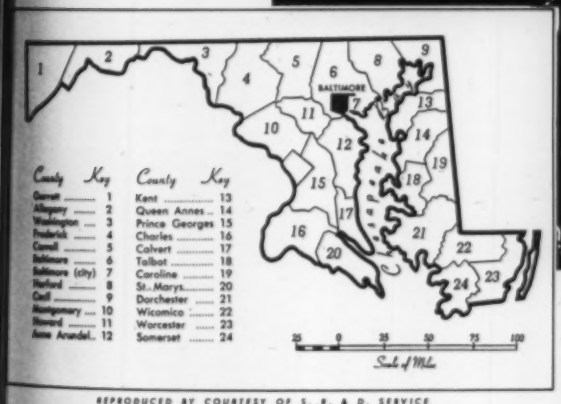


Map of Maryland Counties


BALTIMORE
County Key County Key
Garrett 1 Kent 13
Allegany 2 Queen Annes 14
Washington 3 Prince Georges 15
Frederick 4 Charles 16
Carroll 5 Calvert 17
Baltimore 6 Talbot 18
Baltimore (city) 7 Caroline 19
Harford 8 St. Marys 20
Cecil 9 Dorchester 21
Montgomery 10 Wicomico 22
Howard 11 Worcester 23
Anne Arundel 12 Somerset 24
Scale of Miles

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WITH

BALTIMORE

Represented Nationally by HEADLEY-REED Company

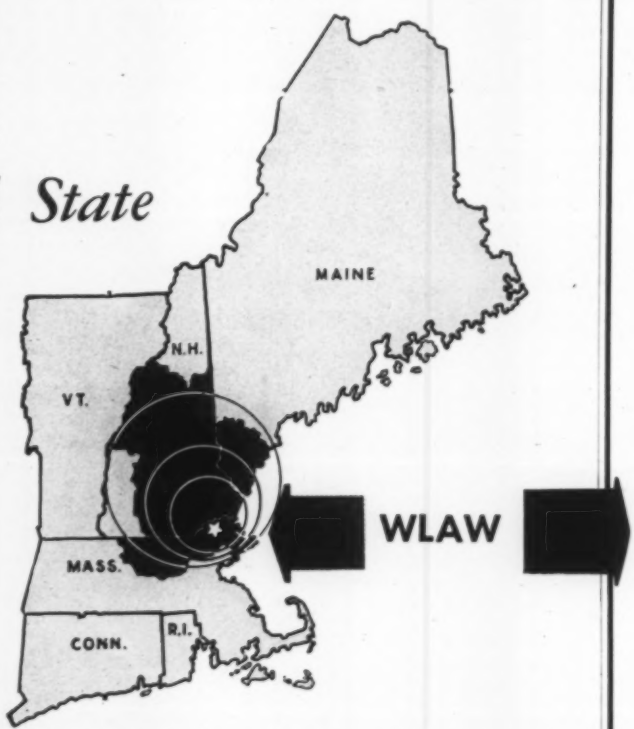
MASSACHUSETTS

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Barnstable	11,047	89.0	9,825	3,466	90.8	3,146	6,587	89.2	5,872	994	81.2	807
Berkshire	32,629	94.8	30,922	26,160	96.0	25,116	4,992	90.4	4,511	1,477	87.7	1,295
Bristol	96,741	94.9	91,776	87,226	95.2	83,014	7,178	92.9	6,666	2,337	89.7	2,096
Dukes	1,699	89.3	1,517	....	....	....	1,499	90.2	1,352	200	82.4	165
Essex	133,919	95.7	128,173	125,838	95.9	120,646	6,865	93.3	6,405	1,216	92.2	1,122
Franklin	13,708	92.7	12,704	8,130	94.9	7,716	3,239	90.7	2,937	2,339	91.6	2,051
Hampden	87,360	97.1	84,825	80,349	97.4	78,229	5,240	95.3	4,992	1,771	90.6	1,604
Hampshire	17,835	94.7	16,883	13,945	95.8	13,363	2,117	90.5	1,916	1,773	90.5	1,604
Middlesex	244,859	97.3	238,208	225,290	97.5	219,724	16,887	94.8	16,013	2,682	92.1	2,471
Nantucket	989	96.5	955	989	96.5	955	....	....	....	....	....	....
Norfolk	83,251	98.1	81,689	73,061	98.3	71,854	9,246	96.6	8,928	944	96.1	907
Plymouth	47,965	94.8	45,487	34,645	96.0	33,247	10,018	93.2	9,342	3,302	87.8	2,898
Suffolk	220,304	96.2	211,842	220,304	96.2	211,842	....	....	....	....	....	....
Worcester	128,388	95.7	122,836	103,030	96.3	99,194	20,673	94.2	19,472	4,685	89.0	4,170
State Total	1,120,694	96.2	1,077,642	1,002,433	96.6	968,046	94,541	93.5	88,406	23,720	89.3	21,190

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Beverly	6,987	97.4	6,806
Boston	197,393	96.1	189,646
Brockton	18,137	95.9	17,390
Cambridge	28,717	97.3	27,941
Chelsea	9,956	95.2	9,474
Chicopee	10,082	97.0	9,779
Everett	11,763	98.4	11,580
Fall River	29,799	95.1	28,347
Fitchburg	10,951	95.3	10,437
Haverhill	13,193	93.6	12,344
Holyoke	14,716	96.8	14,245
Lawrence	21,987	95.2	20,935
Lowell	24,932	93.7	23,361
Lynn	27,602	96.3	26,580
Malden	15,365	97.9	15,044
Medford	16,022	98.0	15,704
Melrose	6,896	98.5	6,790
New Bedford	30,640	94.2	28,873
Newton	17,432	98.5	17,175
Pittsfield	13,018	97.0	12,628
Quincy	20,367	98.7	20,096
Revere	8,493	97.8	8,308
Salem	10,549	96.8	10,207
Somerville	26,264	98.2	25,790
Springfield	40,303	98.2	39,569
Taunton	9,335	96.5	9,012
Waltham	9,167	98.0	8,984
Worcester	48,812	97.3	47,480

The 7th New England State



- *LARGER than 4 New England States . . .*
- *SERVING 4,026,937 people daily . . .*

LAWRENCE Massachusetts, is only the ***location*** of Station WLAW. The ***influence*** of this powerful 5,000 watt station extends far beyond the city limits. WLAW is the preferred station in the industrial heart of New England —the 7th state — serving 4,026,937 people daily as Columbia's voice in Northern New England. The Merrimack Valley is one of the country's major industrial areas — truly a beehive of manufacturing activity. Beyond the Merrimack Valley to the North are New Hampshire's fertile agricultural fields, and into this area, too, WLAW throws a powerful signal.

WLAW
5000 watts CBS 680 kc.

National Representatives—The Katz Agency, Inc.
New York — Chicago — Atlanta
Kansas City — Dallas

Broadcasting Stations

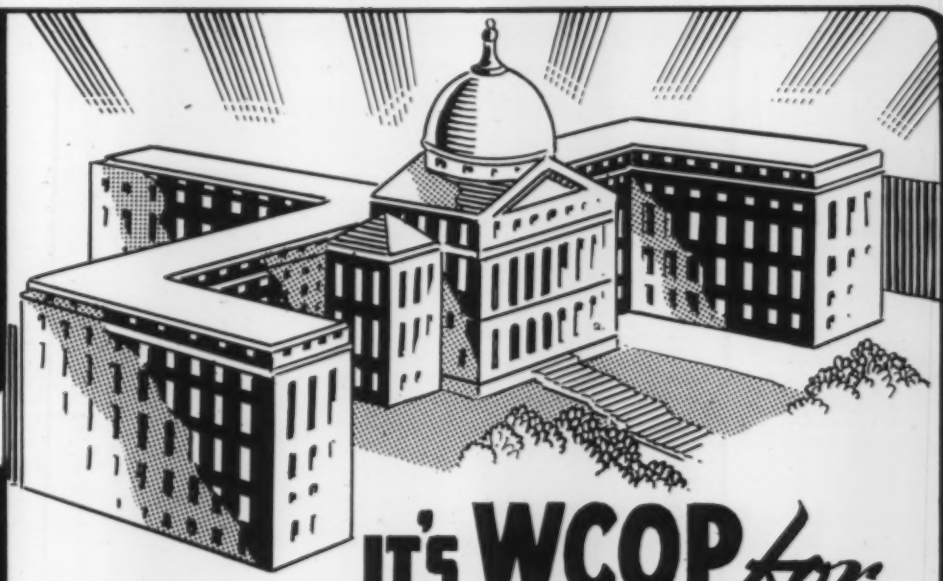
City	Call Letters Freq. in Kc.	Power in Watts
BOSTON	WBZ 1030	50,000
	WCOP 1150	500
	WEEI 590	5,000
	WHDH 850	5,000
	WMEX 1510	5,000
	WNAC 1260	5,000-D 1,000-N CP & SA-5,000-D
	WORL 950	1,000-D
FALL RIVER	WSAR 1480	1,000
FITCHBURG	WEIM 1340	250
GREENFIELD	WHAI 1240	250
HOLYOKE	WHYN 1400	250
LAWRENCE	WLAW 680	5,000
LOWELL	WLLH 1400	250
MARBLEHEAD	WESX 1230	250
NEW BEDFORD	WNBH 1340	250
PITTSFIELD	WBRK 1340	250
SPRINGFIELD	WBZA 1030	1,000
	WMAS 1450	250
	WSPR 1270	500
WEST YARMOUTH	WOCB 1240	250
WORCESTER	WAAB 1440	5,000
	(Construction Permit; silent while moving from Boston)	
	WORC 1310	1,000
	WTAG 580	5,000

WCOP

BOSTON'S FASTEST GROWING STATION

ATLANTIC COAST NETWORK, INC.

SELLING ONE-FOURTH OF THE NATION'S BUYING POWER



IT'S WCOP *for* FALL RADIO *Schedules*

Because, WCOP is Boston's fastest growing, business-producing station!

Because, WCOP's coverage, rates, and preferred times, make it Boston's TEST STATION!

Because, FALL RADIO SCHEDULES MUST WORK HARDER THAN EVER; on WCOP you can spend small sums to test big budgets . . . little money for big results!

Because, 1150 on the dial is like money in the bank for YOU!

REPRESENTED BY HEADLEY-REED CO.

COPLEY PLAZA HOTEL, BOSTON, MASS.

MICHIGAN

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Alcona	1,412	83.0	1,171	....	....	....	520	84.3	438	892	82.2	733
Alger	2,486	77.8	1,932	1,071	89.0	953	829	66.1	548	586	73.5	431
Allegan	11,676	88.3	10,305	2,343	93.9	2,199	3,158	91.0	2,874	6,175	84.7	5,232
Alpena	5,217	82.6	4,307	3,359	91.2	3,065	384	69.9	268	1,474	66.1	974
Antrim	2,958	73.7	2,180	....	....	....	1,557	78.7	1,226	1,401	68.1	954
Arenac	2,358	74.0	1,744	....	....	....	822	82.9	681	1,536	69.2	1,063
Baraga	2,389	81.2	1,938	659	91.4	602	845	77.6	656	885	76.9	680
Barry	6,592	88.3	5,824	1,662	95.7	1,590	1,518	89.7	1,362	3,412	84.2	2,872
Bay	19,325	92.8	17,930	12,787	95.8	12,246	2,884	91.5	2,639	3,654	83.3	3,045
Benzie	2,208	82.5	1,822	....	....	....	1,230	88.8	1,092	978	74.6	730
Berrien	25,332	91.4	23,150	11,800	95.0	11,206	6,547	91.6	5,999	6,985	85.1	5,945
Branch	7,713	89.8	6,928	2,257	94.7	2,138	2,070	90.2	1,866	3,386	86.4	2,924
Calhoun	26,817	94.1	25,227	16,893	95.5	16,129	5,673	94.9	5,384	4,251	87.4	3,714
Cass	6,508	86.4	5,627	1,542	94.5	1,457	2,041	84.8	1,731	2,925	83.4	2,439
Charlevoix	3,513	80.3	2,821	800	88.0	704	1,518	83.0	1,260	1,195	71.7	857
Cheboygan	3,441	76.2	2,625	1,477	85.9	1,269	730	76.7	560	1,234	64.5	796
Chippewa	6,725	84.8	5,699	3,811	94.3	3,594	1,387	72.2	1,001	1,527	72.3	1,104
Clare	2,451	80.4	1,973	....	....	....	1,227	88.1	1,081	1,224	72.8	892
Clinton	7,255	91.2	6,615	1,311	93.5	1,226	2,192	92.2	2,021	3,752	89.8	3,368
Crawford	947	79.6	754	....	....	....	825	82.2	678	122	62.0	76
Delta	8,724	86.0	7,509	5,240	92.6	4,852	1,922	76.4	1,468	1,562	76.1	1,189
Dickinson	7,506	90.4	6,782	5,478	92.5	5,070	1,402	84.2	1,181	626	84.9	531
Eaton	9,982	91.2	9,103	3,831	94.1	3,604	2,049	91.0	1,865	4,102	88.6	3,634
Emmet	4,209	77.2	3,252	1,648	91.4	1,506	1,282	73.8	946	1,279	62.5	800
Genessee	60,380	95.5	57,660	41,568	96.4	40,056	12,573	94.4	11,870	6,239	91.9	5,734
Gladwin	2,397	81.8	1,961	....	....	....	773	87.5	677	1,624	79.1	1,284
Gogebic	8,091	89.8	7,263	5,479	93.4	5,117	1,661	83.5	1,387	951	79.8	759
Grand Traverse	5,842	85.6	5,002	3,456	91.8	3,174	618	80.8	499	1,768	75.2	1,329
Gratiot	8,831	86.7	7,662	2,825	93.5	2,641	1,804	85.0	1,533	4,202	83.0	3,488
Hillsdale	8,576	87.1	7,475	1,987	94.2	1,871	2,373	89.6	2,127	4,216	82.5	3,477
Houghton	12,554	90.6	11,377	3,716	94.8	3,523	7,111	91.2	6,484	1,727	79.4	1,370
Huron	8,069	86.7	6,994	696	96.0	668	2,630	91.9	2,418	4,743	82.4	3,908
Ingham	36,894	95.7	35,306	25,069	97.0	24,311	7,917	94.1	7,451	3,908	90.7	3,544
Ionia	9,535	90.0	8,583	3,138	94.3	2,960	2,804	90.0	2,523	3,593	86.3	3,100
Iosco	2,347	83.3	1,952	....	....	....	1,493	90.0	1,343	854	71.3	609
Iron	5,237	85.3	4,466	1,932	88.1	1,703	2,404	85.2	2,049	901	79.3	714
Isabella	6,693	86.2	5,769	2,301	92.7	2,134	975	84.2	821	3,417	82.4	2,814
Jackson	25,148	94.3	23,707	14,416	96.0	13,842	6,591	94.1	6,204	4,141	88.4	3,661
Kalamazoo	27,564	95.0	26,175	14,867	96.0	14,278	9,056	95.6	8,657	3,641	89.0	3,240
Kalkaska	1,363	71.1	969	....	....	....	611	73.9	452	752	68.8	517
Kent	69,220	94.9	65,723	48,821	95.9	46,840	14,061	94.5	13,293	6,338	88.2	5,590
Keweenaw	1,070	81.6	873	....	....	....	991	82.7	819	79	68.4	54
Lake	1,454	62.9	915	....	....	....	715	63.0	450	739	62.9	465
Lapeer	7,402	90.5	6,699	1,139	96.2	1,095	2,310	91.1	2,105	3,953	88.5	3,499
Leelanau	2,145	72.4	1,553	....	....	....	842	81.9	690	1,303	66.2	863
Lenawee	14,835	91.7	13,608	5,065	95.8	4,853	4,542	91.5	4,155	5,228	88.0	4,600
Livingston	5,710	92.0	5,251	1,130	96.1	1,086	1,885	93.0	1,752	2,695	89.5	2,413
Luce	1,488	74.5	1,103	672	90.7	610	585	57.5	336	231	67.8	157
Mackinac	2,362	75.9	1,793	679	83.6	568	1,153	75.1	866	530	67.6	359
Macomb	27,509	95.8	26,357	12,523	96.7	12,110	10,634	94.7	10,068	4,352	96.0	4,179
Manistee	5,230	86.1	4,504	2,591	94.4	2,446	1,133	86.1	975	1,506	71.9	1,083
Marquette	12,077	89.7	10,833	8,290	94.4	7,824	2,717	80.7	2,193	1,070	76.3	816
Mason	5,441	86.4	4,695	2,558	93.4	2,390	780	82.7	645	2,103	79.0	1,660
Mecosta	4,631	82.8	3,835	1,448	89.1	1,290	726	82.8	601	2,457	79.1	1,944
Menominee	6,373	87.5	5,583	2,791	96.1	2,682	1,201	83.2	1,000	2,381	79.8	1,901
Midland	6,930	88.4	6,129	2,696	96.7	2,606	1,836	87.0	1,597	2,398	80.3	1,926
Missaukee	1,997	72.0	1,440	....	....	....	652	77.4	505	1,345	69.5	935
Monroe	15,122	92.6	14,003	4,759	93.7	4,457	5,688	93.6	5,324	4,675	90.3	4,222
Montcalm	8,352	85.4	7,133	1,603	93.5	1,499	2,416	88.0	2,127	4,333	80.9	3,507
Montmorency	972	69.6	676	....	....	....	441	71.3	314	531	68.3	362
Muskegon	25,774	94.4	24,324	17,496	96.3	16,844	5,687	91.6	5,211	2,591	87.6	2,269
Newaygo	5,366	80.0	4,295	747	95.0	710	1,263	83.1	1,049	3,356	75.6	2,536
Oakland	66,587	96.7	64,389	37,377	97.7	36,510	24,313	96.0	23,339	4,897	92.7	4,540
Oceana	4,128	79.0	3,262	....	....	....	1,684	86.9	1,463	2,444	73.6	1,799
Ogemaw	2,267	72.7	1,649	....	....	....	1,050	75.8	796	1,217	70.1	853
Ontonagon	2,939	83.4	2,452	....	....	....	1,681	87.1	1,464	1,258	78.5	988
Osceola	3,574	79.4	2,836	....	....	....	1,484	85.7	1,272	2,090	74.8	1,564
Oscoda	667	72.9	486	....	....	....	380	78.4	298	287	65.5	188
Otsego	1,375	71.2	979	....	....	....	787	77.0	606	588	63.4	373
Ottawa	16,075	94.8	15,240	7,425	97.7	7,253	3,880	95.0	3,687	4,770	90.1	4,300
Presque Isle	2,759	75.2	2,076	735	91.3	671	844	73.9	623	1,180	66.2	782
Roscommon	1,102	77.2	851	....	....	....	847	78.6	666	255	72.7	185
Saginaw	34,542	93.1	32,143	22,386	95.4	21,366	5,913	92.0	5,440	6,243	85.5	5,337
St. Clair	20,691	94.0	19,456	11,157	96.0	10,713	4,605	93.1	4,285	4,929	90.4	4,458
St. Joseph	9,501	89.8	8,532	4,165	95.0	3,955	2,568	90.1	2,315	2,768	81.7	2,262
Sanilac	7,999	87.1	6,968	....	....	....	2,641	91.0	2,403	5,358	85.2	4,565
Schoolcraft	2,366	83.0	1,963	1,362	89.6	1,220	581	72.6	422	423	75.8	321
Shiawassee	11,353	92.3	10,484	4,887	95.3	4,656	2,523	92.6	2,336	3,943	88.6	3,492
Tuscola	9,302	84.9	7,892	947	93.3	883	2,778	0.1	2,504	5,577	80.8	4,505
Van Buren	10,573	87.4	9,237	1,464	96.9	1,418	3,786	90.3	3,418	5,323	82.7	4,401
Washtenaw	22,198	96.1	21,332	12,749	97.2	12,398	5,593	95.6	5,346	3,856	93.0	3,588
Wayne	522,414	97.0	506,958	503,093	97.1	488,490	15,29[illegible]	96.0	14,683	4,023	94.1	3,785
Wexford	4,877	84.0	4,100	2,739	92.4	2,530	711	82.5	587	1,427	68.9	983
State Total	1,396,014	93.4	1,304,149	924,913	96.4	891,661	252,211	90.9	229,348	218,890	83.7	183,140

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Ann Arbor	9,194	97.9	9,[illegible]
Battle Creek	12,874	95.6	12,[illegible]
Bay City	12,787	95.8	12,[illegible]
Dearborn	16,061	98.3	15,[illegible]
Detroit	425,547	97.0	412,[illegible]
Flint	40,567	96.4	39,[illegible]
Grand Rapids	47,523	95.8	45,[illegible]
Hamtramck	11,546	96.5	11,[illegible]
Highland Park	14,221	97.9	13,[illegible]
Jackson	14,416	96.0	13,[illegible]
Kalamazoo	14,867	96.0	14,[illegible]
Lansing	22,481	96.9	21,[illegible]
Muskegon	13,271	96.5	12,[illegible]
Pontiac	17,252	96.5	16,[illegible]
Port Huron	9,138	95.7	8,[illegible]
Royal Oak	6,612	98.9	6,[illegible]
Saginaw	22,386	95.4	21,[illegible]
Wyandotte	7,649	97.7	7,[illegible]

Broadcasting Stations

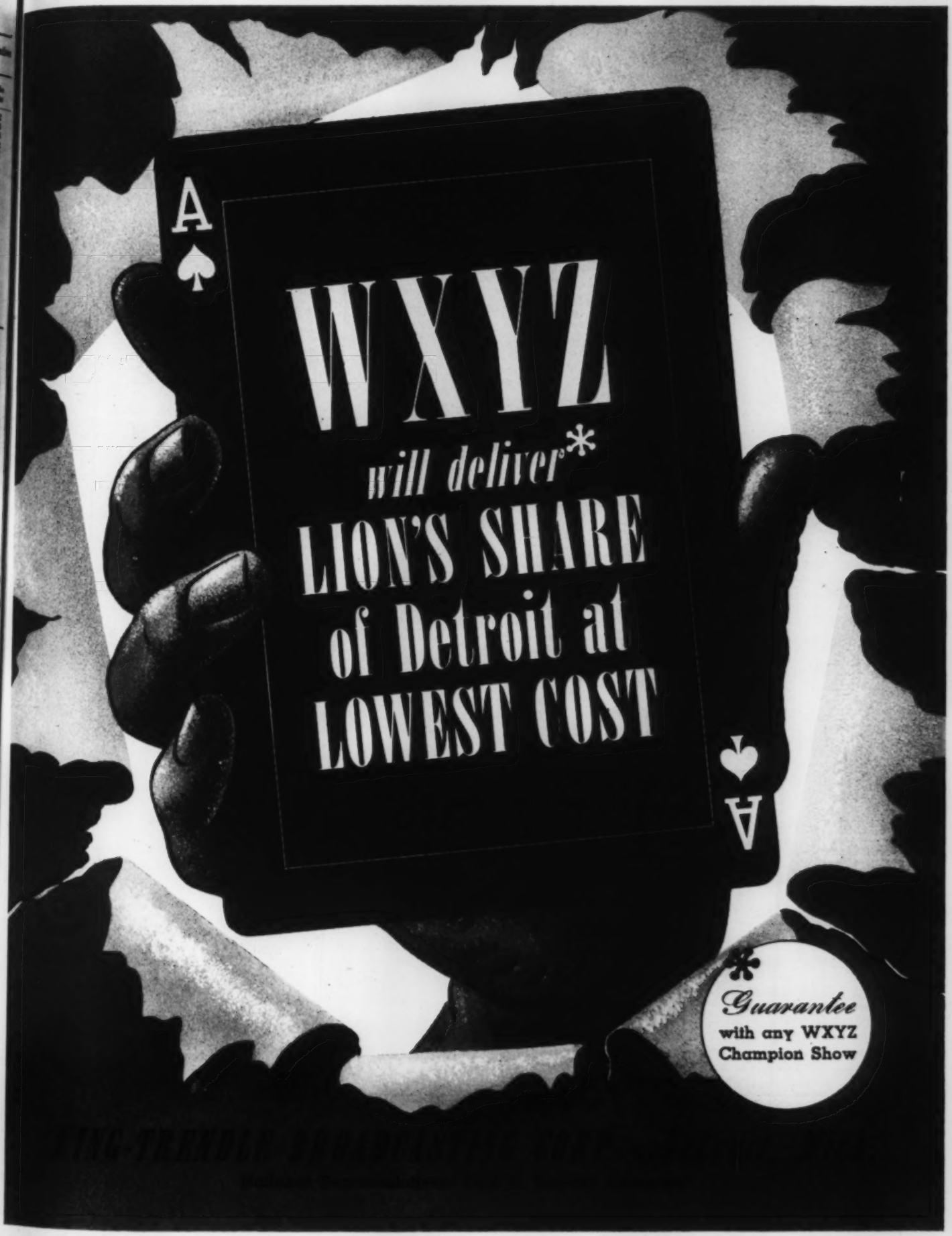
City	Call Letters	Freq. in Kc.	Power in Watts
BATTLE CREEK	WELL	1400	250
BAY CITY	WBCM	1440	1,000-[illegible]
CALUMET	WHDF	1400	250
DETROIT	WJBK	1490	250
	WJLB	1400	250
	WJR	760	50,000
	WWJ	950	5,000
	WXYZ	1270	5,000
	CKLW	800 (Windsor, Ont.)	5,000
EAST LANSING	*WKAR	870	5,000-D
ESCANABA	WDBC	1490	250
FLINT	WFDF	910	1,000
GRAND RAPIDS	WASH	1300	500
	WLAV	1340	250
	WOOD	1300	500 CP-5,000
IRONWOOD	WJMS	1450	250
JACKSON	WIBM	1450	250
KALAMAZOO	WKZO	590	5,000
LANSING	WJIM	1240	250
LAPEER	*WMPC	1230-SH	250
MARQUETTE	WDMJ	1340	250
MUSKEGON	WKBZ	1490	250
PONTIAC	WCAR	1130	1,000-D
PORT HURON	WHLS	1450	250
ROYAL OAK	WEXL	1340	250
SAGINAW	WSAM	1230-SH	250-[illegible] 100-[illegible]
SAULT STE. MARIE	WSOO	1230	250-[illegible] 100-[illegible]
TRAVERSE CITY	WTCM	1400	250

Michigan advertisers favor . . .

***MICHIGAN RADIO NETWORK**

*KING-TRENDLE BROADCASTING CORP.
PAUL H. RAYMER CO. — *representative*

how about you?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WXYZ
will deliver*
LION'S SHARE
of Detroit at
LOWEST COST
A
*
Guarantee
with any WXYZ
Champion Show

MINNESOTA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Aitkin	4,668	81.2	3,791	....	....	....	1,500	83.0	1,245	3,168	80.4	2,546
Anoka	5,462	90.8	4,952	2,902	96.7	2,805	786	85.7	673	1,774	83.1	1,474
Becker	6,455	80.8	5,212	1,336	93.4	1,248	1,594	74.5	1,187	3,525	78.8	2,777
Beltrami	6,649	78.8	5,244	2,591	87.8	2,274	1,309	67.7	887	2,749	75.8	2,083
Benton	3,648	85.5	3,116	1,405	92.7	1,302	571	84.5	483	1,672	79.6	1,331
Big Stone	2,577	90.7	2,338	....	....	....	1,414	91.8	1,299	1,163	89.3	1,039
Blue Earth	9,657	91.6	8,845	4,314	94.1	4,057	1,888	88.1	1,664	3,455	90.4	3,124
Brown	6,468	92.0	5,953	3,221	91.4	2,944	1,084	90.9	985	2,163	93.5	2,024
Carlton	6,075	87.0	5,282	1,960	96.3	1,887	1,382	87.4	1,207	2,733	80.1	2,188
Carver	4,349	89.4	3,889	....	....	....	2,161	90.0	1,945	2,188	88.9	1,944
Cass	5,146	77.0	3,960	....	....	....	2,475	76.5	1,894	2,671	77.3	2,066
Chippewa	4,293	92.1	3,954	1,439	93.3	1,342	997	89.8	895	1,857	92.5	1,717
Chisago	3,629	85.1	3,088	....	....	....	1,473	89.7	1,321	2,156	82.0	1,767
Clay	6,229	90.9	5,661	2,512	94.7	2,378	1,552	87.2	1,353	2,165	89.1	1,930
Clearwater	2,790	78.1	2,178	....	....	....	827	78.5	649	1,963	77.9	1,529
Cook	794	77.2	613	....	....	....	604	78.9	476	190	72.0	137
Cottonwood	4,012	91.6	3,672	792	93.6	741	1,165	86.3	1,006	2,055	93.7	1,925
Crow Wing	7,884	88.2	6,954	4,044	92.4	3,737	1,607	84.9	1,364	2,233	83.0	1,853
Dakota	9,616	93.2	8,964	5,712	96.6	5,518	1,500	90.9	1,363	2,404	86.6	2,083
Dodge	3,315	88.9	2,946	....	....	....	1,402	89.9	1,260	1,913	88.1	1,686
Douglas	5,280	86.8	4,583	1,405	91.0	1,279	1,100	88.1	969	2,775	84.1	2,335
Faribault	6,123	91.6	5,608	1,047	94.1	986	2,237	90.5	2,025	2,839	91.5	2,597
Fillmore	6,878	85.2	5,859	....	....	....	3,360	85.6	2,877	3,518	84.8	2,982
Freeborn	8,200	92.1	7,551	3,373	95.3	3,215	1,572	89.3	1,404	3,255	90.1	2,932
Goodhue	8,363	90.9	7,607	2,789	94.9	2,646	2,229	91.0	2,027	3,345	87.7	2,934
Grant	2,479	90.2	2,236	....	....	....	1,065	91.4	973	1,414	89.3	1,263
Hennepin	162,179	96.3	156,235	150,291	96.6	145,244	7,219	94.8	6,844	4,669	88.8	4,147
Houston	3,777	86.6	3,269	....	....	....	1,768	86.4	1,527	2,009	86.7	1,742
Hubbard	2,874	76.9	2,209	694	85.2	591	549	72.3	397	1,631	74.9	1,221
Isanti	3,098	82.1	2,544	....	....	....	878	88.6	778	2,220	79.6	1,766
Itasca	8,478	83.3	7,061	1,279	94.2	1,205	3,808	85.9	3,271	3,391	76.2	2,585
Jackson	4,178	91.7	3,829	796	90.1	717	924	90.0	832	2,458	92.8	2,280
Kanabec	2,496	81.6	2,035	....	....	....	631	88.0	555	1,865	79.4	1,480
Kandiyohi	6,308	91.2	5,752	2,105	95.3	2,006	1,342	89.3	1,198	2,861	89.0	2,548
Kittson	2,532	84.8	2,146	....	....	....	1,029	84.7	871	1,503	84.8	1,275
Koochiching	4,497	78.0	3,507	1,480	89.2	1,320	1,378	77.1	1,062	1,639	68.6	1,125
Lac qui Parle	3,715	92.3	3,428	....	....	....	1,578	91.8	1,449	2,137	92.6	1,979
Lake	2,087	90.9	1,897	1,181	96.5	1,140	459	80.4	369	447	86.8	388
Lake of the Woods	1,501	76.6	1,150	....	....	....	550	83.3	458	951	72.7	692
Le Sueur	5,154	88.0	4,537	....	....	....	2,760	88.8	2,451	2,394	87.1	2,086
Lincoln	2,661	88.2	2,346	....	....	....	1,028	85.0	874	1,633	90.1	1,472
Lyon	5,343	91.2	4,876	2,056	94.1	1,935	1,205	87.5	1,054	2,082	90.7	1,887
McLeod	5,482	86.8	4,762	1,176	91.5	1,076	1,682	85.6	1,440	2,624	85.6	2,246
Mahnomen	1,789	76.3	1,358	....	....	....	745	75.6	563	1,035	76.8	795
Marshall	4,274	86.4	3,693	....	....	....	1,389	89.4	1,241	2,885	85.0	2,452
Martin	6,255	93.0	5,817	1,950	93.5	1,823	1,535	91.1	1,399	2,770	93.7	2,595
Meeker	4,756	89.5	4,256	1,103	93.0	1,026	1,011	86.9	879	2,642	89.0	2,351
Mille Lacs	4,133	80.9	3,344	....	....	....	1,885	82.1	1,547	2,248	79.9	1,797
Morrison	6,321	83.1	5,252	1,550	89.6	1,389	1,165	84.7	986	3,606	79.8	2,877
Mower	9,292	92.8	8,622	4,877	96.5	4,707	1,622	88.8	1,441	2,793	88.6	2,474
Murray	3,442	91.5	3,150	....	....	....	1,295	89.1	1,154	2,147	92.9	1,996
Nicollet	4,061	93.5	3,798	2,016	96.9	1,953	370	88.3	327	1,675	90.6	1,518
Nogles	5,264	93.1	4,901	1,630	95.4	1,555	1,339	89.6	1,199	2,295	93.6	2,147
Norman	3,593	86.7	3,114	....	....	....	1,403	87.6	1,229	2,190	86.1	1,885
Olmsted	10,275	92.8	9,532	6,303	96.8	6,103	1,241	86.0	1,068	2,731	86.4	2,361
Otter Tail	12,799	85.5	10,949	2,455	93.9	2,306	2,772	85.1	2,359	7,572	83.0	6,284
Pennington	3,188	88.8	2,829	1,571	91.8	1,442	307	83.4	256	1,310	86.3	1,131
Pine	5,490	80.9	4,439	....	....	....	1,753	86.7	1,519	3,737	78.1	2,920
Pipestone	3,416	92.3	3,155	1,255	92.5	1,161	818	91.2	746	1,343	92.9	1,248
Polk	9,185	88.1	8,092	2,739	93.7	2,565	1,805	86.0	1,552	4,641	85.6	3,972
Pope	3,327	89.8	2,986	696	94.0	655	735	88.4	649	1,896	88.7	1,682
Ramsey	86,251	96.6	83,335	82,100	96.7	79,394	3,240	96.1	3,113	911	90.9	828
Red Lake	1,696	83.1	1,410	....	....	....	640	85.1	544	1,056	82.0	866
Redwood	5,409	91.9	4,970	880	93.9	827	1,709	88.3	1,509	2,820	93.4	2,634
Renville	5,942	91.1	5,416	....	....	....	2,641	90.2	2,383	3,301	91.9	3,033
Rice	7,571	90.2	6,828	4,348	94.6	4,115	753	80.2	604	2,470	85.4	2,109
Rock	2,789	91.6	2,556	916	93.8	859	487	88.8	433	1,386	91.2	1,264
Roseau	3,618	79.6	2,881	....	....	....	1,160	80.8	937	2,458	79.1	1,944
St Louis	56,623	91.9	52,062	41,607	95.5	39,739	7,009	86.1	6,035	8,007	78.5	6,288
Scott	3,675	84.5	3,103	....	....	....	1,997	86.7	1,731	1,678	81.8	1,372
Sherburne	2,339	82.7	1,936	208	92.3	192	773	89.1	689	1,358	77.7	1,055
Sibley	4,038	88.5	3,575	....	....	....	1,692	88.0	1,489	2,346	88.9	2,086
Stearns	14,288	88.7	12,669	5,284	94.9	5,012	4,128	86.2	3,560	4,876	84.0	4,097
Steele	4,998	92.1	4,603	2,318	94.1	2,181	695	91.0	633	1,985	90.1	1,789
Stevens	2,644	88.4	2,338	840	92.1	773	496	87.0	432	1,308	86.6	1,133
Swift	3,761	89.2	3,356	757	90.7	687	1,085	89.3	969	1,919	88.6	1,700
Todd	6,700	85.0	5,695	771	92.6	714	1,989	85.9	1,710	3,940	83.0	3,271
Traverse	2,033	92.4	1,878	....	....	....	932	91.4	851	1,101	93.3	1,027
Wabasha	4,590	87.9	4,035	971	90.3	876	1,845	89.5	1,651	1,774	85.0	1,508
Wadena	3,109	81.9	2,547	773	93.0	719	589	79.7	470	1,747	77.7	1,358
Waseca	3,914	90.0	3,525	1,227	93.1	1,143	843	89.2	752	1,844	88.4	1,630
Washington	6,852	91.9	6,301	2,378	96.4	2,291	2,409	93.4	2,250	2,065	85.2	1,760
Watonwan	3,559	92.5	3,291	936	95.5	894	1,018	91.2	928	1,605	91.5	1,469
Wilkin	2,433	91.1	2,215	706	94.9	670	496	89.7	445	1,231	89.4	1,100
Winona	9,990	90.1	8,998	6,271	92.2	5,782	1,549	87.5	1,356	2,170	85.7	1,860
Wright	7,085	85.1	6,026	....	....	....	2,786	89.2	2,485	4,299	82.4	3,541
Yellow Medicine	4,202	90.9	3,821	....	....	....	1,896	90.0	1,707	2,306	91.7	2,114
State Total	728,359	91.2	664,296	383,336	95.8	367,149	135,689	87.4	118,641	209,334	85.3	178,506

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Duluth	27,819	95.7	26,614
Minneapolis	142,834	96.6	137,922
Rochester	6,303	96.8	6,103
St. Paul	80,557	96.7	77,882

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
ALBERT LEA	KATE 1450	250
DULUTH	KDAL 610	1,000
	WEBC 1320	5,000
FERGUS FALLS	KGDE 1230	250-LS 100-N
HIBBING	WMFG 1240	250
MANKATO	KYSM 1230	250
MINNEAPOLIS-ST. PAUL	KSTP 1500	50,000
	WCCO 830	50,000
	WDGY 1130 L-Albuquerque	5,000-LS 500-N
	*WLB 770 ST-WCAL	5,000-D
	WLOL 1330	1,000
	WMIN 1400	250
	WTCN 1280	5,000-LS 1,000-N
MOORHEAD	KVOX 1340	250
NORTHFIELD	*WCAL 770 ST-WLB	5,000-D
ROCHESTER	KROC 1340	250
ST. CLOUD	KFAM 1450	250
VIRGINIA	WHLB 1400	250
WILLMAR	KWLM 1340	250
WINONA	KWNO 1230	250

YEP! WE'RE TRYING TO HOG THE SPACE—SAME AS WDAY AT FARGO HOGS THE AUDIENCE IN ITS COVERAGE AREA!

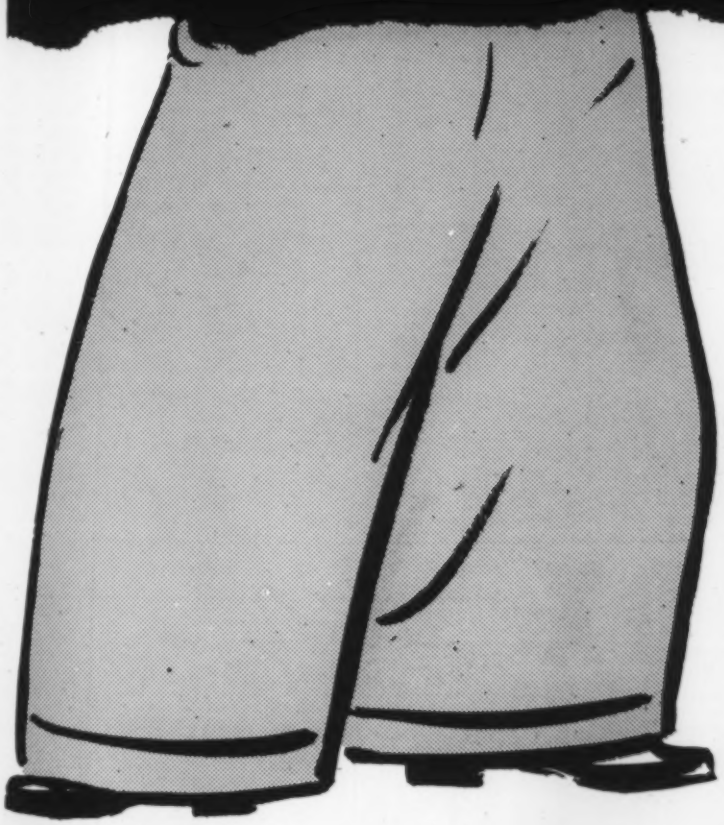
WDAY

5000 WATTS—N. B. C. AND BLUE

AFFILIATED WITH THE FARGO FORUM

FARGO, N. D.

FREE & PETERS, INC., EXCLUSIVE NAT'L REPRESENTATIVES



(CONTINUED FROM PAGE 75)

HE GOT OUT OF BED—TIPTOED TO THE DOOR—AND THERE STOOD THE FARMER'S GORGEOUS DAUGHTER IN HER NIGHTIE. SHE WHISPERED: "I HEARD YOU MENTION COVERS AND I JUST WANTED TO SAY THAT WDAY COVERS THE EASTERN HALF OF NORTH DAKOTA AND THE WESTERN HALF OF MINNESOTA AND ALSO A HEALTHY CHUNK OF SOUTH DAKOTA."

ALL HE SAID WAS: "AW SHUCKS —T'HELL WITH

WDAY"

MISSISSIPPI

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	7,556	38.6	2,909	4,642	50.6	2,351	1,072	37.3	400	1,842	8.6	158
Alcorn	6,755	56.7	3,847	2,289	68.8	1,574	1,074	70.4	756	3,392	44.7	1,517
Amite	5,035	34.4	1,732	....	....	....	1,045	54.9	573	3,990	29.0	1,159
Attala	6,937	39.4	2,733	1,202	61.6	740	1,031	55.2	569	4,704	30.3	1,424
Benton	2,373	34.4	813	....	....	....	305	55.7	170	2,068	31.1	643
Bolivar	18,138	28.4	5,123	1,094	63.2	691	3,846	43.5	1,674	13,198	20.9	2,758
Calhoun	4,924	48.8	2,404	....	....	....	1,473	59.0	870	3,451	44.4	1,534
Carroll	4,746	33.1	1,576	....	....	....	751	58.2	437	3,995	28.5	1,139
Chickasaw	5,085	40.3	2,041	....	....	....	1,765	55.3	975	3,320	32.1	1,066
Choctaw	3,007	38.6	1,160	....	....	....	669	56.6	379	2,338	33.4	781
Claiborne	3,385	25.5	873	828	40.6	336	316	41.5	131	2,241	18.1	406
Clarke	4,803	39.2	1,881	....	....	....	1,899	48.4	919	2,904	33.1	962
Clay	4,709	37.5	1,765	1,669	53.8	898	298	37.4	111	2,742	27.6	756
Coahoma	13,529	29.6	4,011	3,589	54.3	1,949	1,374	40.4	555	8,566	17.6	1,507
Copiah	8,252	38.5	3,177	1,718	58.6	1,006	1,220	42.2	515	5,314	31.2	1,656
Covington	3,792	42.2	1,602	....	....	....	825	54.2	447	2,967	38.9	1,155
DeSoto	6,660	23.4	1,556	....	....	....	899	52.9	475	5,761	18.8	1,081
Forrest	9,098	54.5	4,952	5,762	58.9	3,396	1,801	48.3	870	1,535	44.7	686
Franklin	3,061	36.7	1,122	....	....	....	1,243	42.7	531	1,818	32.5	591
George	1,942	39.8	773	....	....	....	837	43.2	362	1,105	37.2	411
Greene	2,044	34.2	698	....	....	....	1,044	32.8	342	1,000	35.6	356
Grenada	4,493	39.2	1,759	1,593	57.1	910	542	51.2	277	2,358	24.3	572
Hancock	2,808	47.5	1,331	1,034	61.8	639	1,299	35.7	464	475	48.0	228
Harrison	13,020	63.1	8,219	9,213	68.4	6,303	2,674	51.8	1,384	1,133	46.9	532
Hinds	26,921	56.8	15,334	16,423	73.4	12,047	3,266	54.6	1,782	7,232	20.8	1,505
Holmes	9,540	26.3	2,515	1,606	49.5	795	1,509	49.1	740	6,425	15.3	980
Humphreys	6,522	28.2	1,832	1,071	45.7	490	542	48.5	263	4,909	22.0	1,079
Issaquena	1,779	18.0	320	....	....	....	128	49.2	63	1,651	15.6	257
Itawamba	4,562	38.2	1,740	....	....	....	442	61.4	271	4,120	35.6	1,469
Jackson	5,191	62.3	3,225	2,303	71.0	1,636	2,110	53.4	1,126	778	59.5	463
Jasper	4,308	33.5	1,443	....	....	....	847	49.7	421	3,461	29.5	1,022
Jefferson	3,538	19.2	676	....	....	....	723	39.1	283	2,815	14.0	393
Jefferson Davis	3,527	31.0	1,095	....	....	....	503	49.2	247	3,024	28.0	848
Jones	11,626	54.6	6,342	5,863	60.2	3,530	1,395	58.8	820	4,368	45.6	1,992
Kemper	4,746	27.4	1,301	....	....	....	1,012	51.9	525	3,734	20.8	776
Lafayette	5,157	41.3	2,137	1,033	72.1	745	544	50.2	273	3,580	31.3	1,119
Lamar	2,857	40.4	1,155	....	....	....	1,274	39.7	505	1,583	41.1	650
Lauderdale	14,894	49.5	7,344	9,648	58.4	5,637	1,362	39.8	542	3,884	30.0	1,165
Lawrence	3,178	31.2	990	....	....	....	813	50.1	408	2,365	24.6	582
Leake	5,487	34.9	1,917	....	....	....	1,313	51.9	681	4,174	29.6	1,236
Lee	9,653	50.5	4,863	2,335	66.9	1,563	1,752	53.9	945	5,566	42.3	2,355
Leflore	13,979	36.8	5,128	4,169	61.9	2,582	1,480	49.6	734	8,330	21.8	1,812
Lincoln	6,559	42.8	2,799	1,751	63.5	1,113	812	36.1	293	3,996	34.9	1,393
Lowndes	8,991	41.2	3,699	3,894	55.8	2,174	1,016	54.8	557	4,081	23.7	968
Madison	8,861	30.8	2,719	1,771	50.2	889	1,086	65.8	714	6,004	18.6	1,116
Marion	5,622	38.3	2,153	1,637	53.5	876	690	43.5	300	3,295	29.7	977
Marshall	5,967	23.9	1,425	776	57.5	446	659	46.5	307	4,532	14.8	672
Monroe	8,988	42.5	3,823	2,426	61.6	1,494	844	52.7	445	5,718	32.9	1,884
Montgomery	3,776	42.4	1,604	783	61.7	483	553	56.2	311	2,440	33.2	810
Neshoba	6,303	39.3	2,481	1,022	56.1	573	472	51.6	244	4,809	34.6	1,664
Newton	5,528	39.6	2,188	....	....	....	1,629	59.3	966	3,899	31.3	1,222
Noxubee	6,010	18.9	1,125	....	....	....	1,272	45.3	576	4,738	11.6	549
Oktibbeha	5,090	38.1	1,944	1,371	60.0	822	476	64.5	307	3,243	25.1	815
Panola	8,250	36.3	2,990	....	....	....	2,090	61.4	1,284	6,160	27.7	1,706
Pearl River	4,644	52.1	2,420	1,399	61.1	854	1,679	43.7	733	1,566	53.2	833
Perry	2,067	37.3	770	....	....	....	908	43.1	391	1,159	32.7	379
Pike	8,651	50.8	4,373	2,791	73.3	2,046	2,572	48.2	1,241	3,288	33.0	1,086
Pontotoc	5,459	45.2	2,467	....	....	....	1,124	62.3	701	4,335	40.7	1,766
Prentiss	5,000	46.7	2,338	....	....	....	1,365	55.2	754	3,635	43.6	1,584
Quitman	6,887	40.2	2,759	....	....	....	1,261	58.4	736	5,626	36.0	2,023
Rankin	5,668	39.2	2,231	....	....	....	1,786	58.8	1,050	3,882	30.4	1,181
Scott	5,259	43.2	2,392	709	82.5	585	998	55.7	556	3,552	35.2	1,251
Sharkey	3,941	35.4	1,393	....	....	....	781	55.6	434	3,160	30.3	959
Simpson	4,975	43.5	2,164	....	....	....	1,399	54.9	768	3,576	39.0	1,396
Smith	4,235	41.4	1,765	....	....	....	705	63.7	449	3,530	37.3	1,316
Stone	1,500	44.0	660	....	....	....	899	44.5	400	601	43.2	260
Sunflower	14,889	32.5	4,825	1,093	59.5	650	1,993	62.9	1,254	11,803	24.7	2,921
Tallahatchie	8,598	32.6	2,815	....	....	....	1,749	55.8	976	6,849	26.9	1,839
Tate	4,687	35.0	1,631	....	....	....	907	63.5	576	3,780	27.9	1,055
Tippah	4,577	47.4	2,168	....	....	....	1,095	66.4	727	3,482	41.4	1,441
Tishomingo	3,978	47.6	1,891	....	....	....	1,152	59.8	689	2,826	42.5	1,202
Tunica	6,271	23.2	1,451	....	....	....	861	55.7	479	5,410	18.0	972
Union	5,417	49.9	2,701	1,089	69.7	759	645	47.1	304	3,683	44.5	1,638
Walthall	3,899	33.9	1,318	....	....	....	485	63.7	309	3,414	29.6	1,009
Warren	11,471	47.8	5,490	7,363	58.1	4,281	1,775	34.7	616	2,333	25.4	593
Washington	19,067	33.7	6,441	7,397	52.2	3,860	2,136	40.9	874	9,534	17.9	1,707
Wayne	3,700	31.2	1,154	....	....	....	1,323	35.5	469	2,377	28.8	685
Webster	3,320	45.0	1,494	....	....	....	842	54.6	459	2,478	41.8	1,035
Wilkinson	3,810	33.9	1,284	....	....	....	1,435	54.0	775	2,375	21.4	509
Winston	5,047	35.4	1,789	946	56.9	538	498	46.3	230	3,603	28.3	1,021
Yalobusha	4,505	40.3	1,814	998	62.7	626	402	59.5	239	3,105	30.6	949
Yazoo	9,872	29.9	2,950	2,060	36.4	1,161	1,229	42.8	526	6,583	19.2	1,263
State Total	534,956	39.9	213,312	120,360	61.5	74,048	95,920	50.9	48,834	318,676	28.4	90,430

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Jackson	16,423	73.4	12,047
Meridian	9,648	58.4	5,637

Broadcasting Stations

City	Call Letters	Freq. in Kc.	Power in Watts
COLUMBUS	WCBI	1400	250
GREENVILLE	WJPR	1340	250
GREENWOOD	WGRM	1240	250
GULFPORT	WGCM	1240	250
HATTIESBURG	WFOR	1400	250
JACKSON	WJDX	1300	5,000-LS 1,000-N
	WSLI	1450	250
LAUREL	WAML	1340	250
McCOMB	WSKB	1230	250
MERIDIAN	WCOC	910	1,000
NATCHEZ	WMIS	1490	250
VICKSBURG	WQBC	1390	1,000-D

WJDX

1,000 watts night
5,000 watts day
NBC Network

the voice of Mississippi
JACKSON, MISS.

South Central Quality Network
WJDX—WMC—WSMB—KARK
KWKH—KTBS

Owned and operated by Lamar Life Insurance Company, Jackson, Mississippi

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adair	6,113	78.6	4,802	3,196	87.6	2,799	687	68.0	467	2,230	68.9	1,536
Andrew	3,895	79.3	3,090	....	....	....	1,427	81.5	1,162	2,468	78.1	1,928
Atchison	3,583	82.7	2,964	....	....	....	1,608	82.4	1,325	1,975	83.0	1,639
Audrain	6,775	79.7	5,397	3,639	86.8	3,157	827	77.7	643	2,309	89.2	1,597
Barry	6,276	67.9	4,264	1,161	91.3	1,060	1,201	71.8	862	3,914	59.8	2,342
Barton	4,168	68.9	2,881	....	....	....	1,057	70.3	743	2,145	61.3	1,316
Bates	5,933	67.1	3,985	966	85.1	822	1,803	65.9	1,188	3,202	62.5	2,003
Benton	3,166	59.0	1,868	928	85.6	794	901	73.1	659	2,265	53.4	1,209
Bollinger	3,190	50.0	1,595	....	....	....	592	64.0	379	2,598	46.8	1,216
Boone	10,490	79.1	8,291	5,711	87.1	4,974	1,585	75.1	1,190	3,194	66.6	2,127
Buchanan	26,816	85.8	23,011	21,716	87.5	19,002	2,388	84.6	2,021	2,712	73.3	1,988
Butler	8,459	55.9	4,745	3,050	83.7	2,553	1,138	43.3	493	4,271	39.8	1,699
Caldwell	3,611	73.5	2,651	....	....	....	1,724	79.4	1,368	1,887	68.0	1,283
Callaway	5,810	66.3	3,857	1,702	82.8	1,409	1,032	70.0	722	3,076	56.1	1,726
Camden	2,401	58.2	1,396	....	....	....	927	66.0	612	1,474	53.2	784
Cape Girardeau	9,822	79.8	7,840	6,083	87.1	5,296	834	66.9	558	2,905	68.4	1,986
Carroll	5,294	77.6	4,107	1,225	87.4	1,071	1,224	78.2	957	2,845	73.1	2,079
Carter	1,507	48.7	733	....	....	....	712	54.2	386	795	43.7	347
Cass	5,914	72.9	4,306	....	....	....	2,817	80.7	2,275	3,097	65.6	2,031
Cedar	3,488	57.4	2,002	....	....	....	1,274	67.3	857	2,214	51.7	1,145
Chariton	5,191	72.7	3,774	....	....	....	2,110	77.0	1,625	3,081	69.7	2,149
Christian	3,727	62.4	2,327	....	....	....	978	70.6	691	2,749	59.5	1,636
Clark	3,104	67.7	2,101	....	....	....	1,387	72.2	1,002	1,717	64.0	1,099
Clay	9,201	83.4	7,673	3,437	88.2	3,033	3,589	85.9	3,081	2,175	71.7	1,559
Clinton	4,063	75.8	3,076	1,165	87.3	1,017	1,246	74.5	929	1,652	68.4	1,130
Cole	8,264	83.0	6,859	5,733	92.5	5,304	694	75.8	526	1,837	56.0	1,029
Cooper	4,976	67.9	3,384	1,657	85.3	1,413	983	62.1	610	2,336	58.2	1,361
Crawford	3,357	54.9	1,862	47	68.1	47	1,229	64.5	793	2,081	49.1	1,022
Dade	3,267	64.8	2,117	....	....	....	1,059	73.1	775	2,208	60.8	1,342
Dallas	3,065	58.7	1,800	....	....	....	714	69.6	497	2,351	55.4	1,303
Daviess	4,128	68.5	2,827	39	84.6	39	1,607	75.8	1,217	2,521	63.9	1,610
DeKalb	2,953	74.4	2,202	963	81.9	788	1,060	78.1	828	1,854	72.0	1,335
Dent	3,145	60.7	1,882	....	....	....	287	41.6	119	1,895	51.5	975
Douglas	3,780	52.1	1,968	2,563	73.4	1,882	662	61.2	405	3,118	50.1	1,563
Dunklin	11,017	61.5	6,771	....	....	....	2,433	60.7	1,476	6,021	56.7	3,413
Franklin	9,216	71.0	6,534	2,478	89.7	2,223	3,176	77.1	2,447	3,562	52.3	1,864
Gasconade	3,428	64.5	2,207	....	....	....	1,716	82.8	1,420	1,712	46.0	787
Gentry	4,009	76.1	3,050	18,645	87.7	16,347	1,933	78.7	1,521	2,076	73.7	1,529
Greene	26,611	83.2	22,152	2,279	86.3	1,967	2,970	74.8	2,220	4,996	71.8	3,585
Grundy	4,893	77.6	3,795	....	....	....	733	68.2	500	1,881	70.6	1,328
Harrison	4,921	74.0	3,642	838	82.8	694	1,169	72.9	852	2,914	71.9	2,096
Henry	6,796	70.0	4,752	1,906	82.1	1,565	1,992	76.1	1,516	2,898	57.7	1,671
Hickory	1,886	61.0	1,151	....	....	....	491	68.9	339	1,395	58.2	812
Holt	3,668	76.6	2,808	871	75.6	659	1,815	75.4	1,369	1,853	77.7	1,439
Howard	3,836	70.2	2,691	1,159	80.3	931	1,150	75.0	862	1,815	64.4	1,170
Howell	5,944	57.7	3,428	126,907	92.5	117,391	1,204	67.3	810	3,581	47.1	1,687
Iron	2,530	51.8	1,311	16,587	84.2	13,974	1,232	56.9	701	1,298	47.0	610
Jackson	144,503	92.1	133,067	3,609	89.2	3,218	13,322	92.7	12,355	4,274	77.7	3,321
Jasper	23,491	80.8	18,989	....	....	....	3,555	75.0	2,665	3,349	70.2	2,350
Jefferson	8,790	80.1	7,037	1,730	82.8	1,432	2,329	83.3	1,939	2,852	65.9	1,880
Johnson	6,351	69.5	4,410	1,502	76.6	1,151	1,349	70.9	957	3,272	61.8	2,021
Knox	2,739	71.5	1,957	2,674	79.0	2,112	1,038	76.1	790	1,701	68.6	1,167
Laclede	5,038	58.2	2,929	1,406	78.6	1,105	538	53.5	288	2,998	49.7	1,490
Lafayette	8,035	74.8	6,009	....	....	....	2,320	78.8	1,829	3,041	68.0	2,068
Lawrence	6,935	70.1	4,863	2,889	86.0	2,483	2,189	76.4	1,672	3,340	62.4	2,086
Lewis	3,637	75.2	2,735	2,239	87.2	1,952	1,863	76.2	1,419	1,774	74.2	1,316
Lincoln	4,388	68.8	3,022	....	....	....	1,931	77.2	1,491	2,457	62.3	1,531
Linn	6,500	78.3	5,087	1,337	80.6	1,078	1,273	74.0	942	2,338	71.1	1,662
Livingston	5,136	79.8	4,099	963	76.8	739	723	69.1	499	2,174	75.8	1,648
McDonald	4,182	55.3	2,313	6,346	86.9	5,516	1,307	68.0	889	2,875	49.5	1,424
Macon	6,559	72.3	4,738	....	....	....	1,759	77.9	1,370	3,463	66.1	2,290
Madison	2,487	59.7	1,484	793	79.2	628	425	55.4	235	1,099	46.4	510
Maries	2,172	49.4	1,073	1,409	65.1	917	403	67.9	274	1,769	45.2	799
Marion	9,395	83.4	7,838	782	81.1	634	1,180	81.8	965	1,869	72.6	1,357
Mercer	2,625	73.5	1,930	....	....	....	828	75.8	628	1,797	72.4	1,302
Miller	3,915	61.0	2,387	....	....	....	710	67.1	476	2,412	53.2	1,283
Mississippi	5,710	51.8	2,955	....	....	....	1,140	55.4	632	3,161	44.5	1,406
Moniteau	3,422	66.6	2,276	....	....	....	822	72.8	598	1,818	57.4	1,044
Monroe	4,082	72.2	2,947	....	....	....	1,664	76.6	1,275	2,418	69.1	1,672
Montgomery	3,787	69.6	2,635	....	....	....	1,809	76.3	1,380	1,978	63.4	1,255
Morgan	3,046	58.7	1,784	1,830	84.9	1,553	1,110	69.9	775	1,936	52.1	1,009
New Madrid	9,349	54.2	5,066	1,816	88.6	1,610	3,757	59.7	2,243	5,592	50.5	2,823
Newton	7,975	68.3	5,452	....	....	....	2,086	68.0	1,418	4,059	61.1	2,481
Nodaway	7,375	78.5	5,790	....	....	....	1,915	73.9	1,414	3,644	75.9	2,766
Oregon	3,317	53.9	1,787	....	....	....	951	69.6	662	2,366	47.5	1,125
Osage	2,966	53.0	1,572	2,677	60.2	1,611	1,035	65.2	674	1,931	46.5	898
Ozark	2,600	44.8	1,164	1,049	86.3	905	330	53.6	177	2,270	43.5	987
Pemiscot	11,687	53.6	6,265	6,277	85.2	5,349	1,763	61.6	1,086	7,247	49.2	3,568
Perry	3,719	68.2	2,536	....	....	....	676	66.4	449	1,994	59.3	1,182
Pettis	9,870	78.3	7,731	1,476	80.8	1,193	744	66.6	495	2,849	66.2	1,887
Phelps	4,877	60.2	2,936	1,549	82.5	1,278	1,359	62.1	844	2,042	44.0	899
Pike	5,757	72.9	4,194	....	....	....	1,743	72.9	1,271	2,465	66.7	1,645
Platte	4,123	73.5	3,031	794	82.2	653	1,886	77.8	1,467	2,237	69.9	1,564
Polk	4,946	63.7	3,170	....	....	....	867	65.3	566	3,285	59.4	1,951
Pulaski	2,925	64.0	1,871	....	....	....	1,097	71.0	779	1,828	59.7	1,092
Putnam	3,251	68.2	2,219	4,151	88.8	3,684	1,094	71.7	784	2,157	66.5	1,435
Ralls	2,958	71.6	2,117	1,326	81.6	1,081	1,080	72.5	783	1,878	71.0	1,334
Randolph	7,644	78.7	6,013	....	....	....	1,384	74.8	1,035	2,109	61.4	1,294
Ray	5,559	74.1	4,119	....	....	....	1,406	76.3	1,072	2,827	69.5	1,966
Reynolds	2,185	43.3	947	....	....	....	713	49.6	354	1,472	40.3	593

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Joplin	11,395	83.9	9,562
Kansas City	122,103	92.5	112,945
St. Joseph	21,716	87.5	19,002
St. Louis	234,872	93.0	218,457
Springfield	18,645	87.7	16,347
University City	9,007	98.8	8,895

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
CAPE GIRARDEAU	KFVS 1400	250
COLUMBIA	KFRU 1400	250
HANNIBAL	KHMO 1340	250
JEFFERSON CITY	KWOS 1240	250
JOPLIN	WMBH 1450	250
KANSAS CITY	KCMO 1480	5,000–LS 1,000–N
	KMBC 980	5,000
	KXKX 1590	1,000
	WDAF 610	5,000
	WHB 880	1,000–D
POPLAR BLUFF	KWOC 1340	250
ST. JOSEPH	KFEQ 680	2,500–LS 500–N
	L-KPO	CP-5,000–U
ST. LOUIS	*KFUO 850-SH	5,000
	KMOX 1120	50,000
	KSD 550	5,000–LS 1,000–N
	KWK 1380	5,000–LS 1,000–N
	KXOK 630	5,000
	WEW 770	1,000–D
	WIL 1230	250
SEDALIA	KDRO 1490	250
SPRINGFIELD	KGBX 1260	5,000
	KTTS 1400	250
	KWTO 560	5,000–D CP-5,000–LS CP-1,000–N

(Continued on page 60)

KSD IN ST. LOUIS
EXCLUSIVE OUTLET for NBC in ST. LOUIS AREA
A DISTINGUISHED BROADCASTING STATION
It Is 225 Miles from KSD to the Nearest NBC Station
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Ripley	3,115	50.5	1,577	....	....	....	816	63.7	520	2,299	46.0	1,057
St. Charles	6,788	78.8	5,356	3,008	92.5	2,782	1,431	78.2	1,119	2,349	61.9	1,455
St. Clair	3,794	58.5	2,219	....	....	....	1,320	66.7	881	2,474	54.1	1,338
St. Francois	8,831	79.0	6,981	3,505	90.7	3,181	3,710	77.0	2,858	1,616	58.3	942
St. Louis	73,513	94.2	69,257	33,884	97.5	33,046	35,693	92.7	33,076	3,936	79.7	3,135
St. Louis city	234,872	93.0	218,457	234,872	93.0	218,457	....	....	....	....	....	....
Ste. Genevieve	2,644	66.6	1,759	689	93.1	642	627	65.6	411	1,328	53.2	706
Saline	8,183	74.9	6,130	3,552	83.6	2,968	1,532	74.0	1,134	3,099	65.4	2,028
Schuyler	2,046	79.3	1,624	....	....	....	829	81.0	672	1,217	78.2	952
Scotland	2,634	74.7	1,966	....	....	....	1,016	81.2	825	1,618	70.5	1,141
Scott	7,713	72.3	5,586	3,085	81.7	2,521	2,380	70.6	1,681	2,248	61.5	1,384
Shannon	2,848	49.3	1,403	....	....	....	964	53.0	511	1,884	47.4	892
Shelby	3,571	73.2	2,613	....	....	....	1,682	78.5	1,321	1,889	68.4	1,292
Stoddard	8,019	59.6	4,780	874	79.0	691	1,746	65.6	1,146	5,399	54.5	2,943
Stone	2,906	52.9	1,539	....	....	....	881	63.3	558	2,025	48.4	981
Sullivan	3,969	68.8	2,729	....	....	....	1,497	69.0	1,033	2,472	68.6	1,696
Taney	2,759	52.6	1,458	....	....	....	1,041	65.9	686	1,718	44.9	772
Texas	5,101	53.4	2,724	....	....	....	1,277	61.3	783	3,824	50.7	1,941
Vernon	7,095	70.0	4,962	2,603	81.0	2,108	1,161	70.0	812	3,331	61.3	2,042
Warren	2,212	62.5	1,381	....	....	....	912	78.0	712	1,300	51.5	669
Washington	4,119	46.4	1,910	....	....	....	2,509	46.3	1,161	1,610	46.5	749
Wayne	3,115	49.1	1,532	....	....	....	1,188	59.3	704	1,927	43.0	828
Webster	4,538	64.9	2,942	....	....	....	1,333	72.8	971	3,205	61.5	1,971
Worth	1,825	75.3	1,374	....	....	....	652	76.9	502	1,173	74.3	872
Wright	4,737	54.2	2,567	....	....	....	1,460	64.0	935	3,277	49.8	1,632
State Total	1,068,642	79.9	853,299	573,347	90.8	520,489	204,507	76.8	156,926	290,788	60.5	175,884

KSD IN ST. LOUIS

It Is 225 Miles From KSD to the Nearest NBC Station

KSD has carried the NBC programs leading in "Firsts" since 1935 in nation-wide star-program popularity polls.

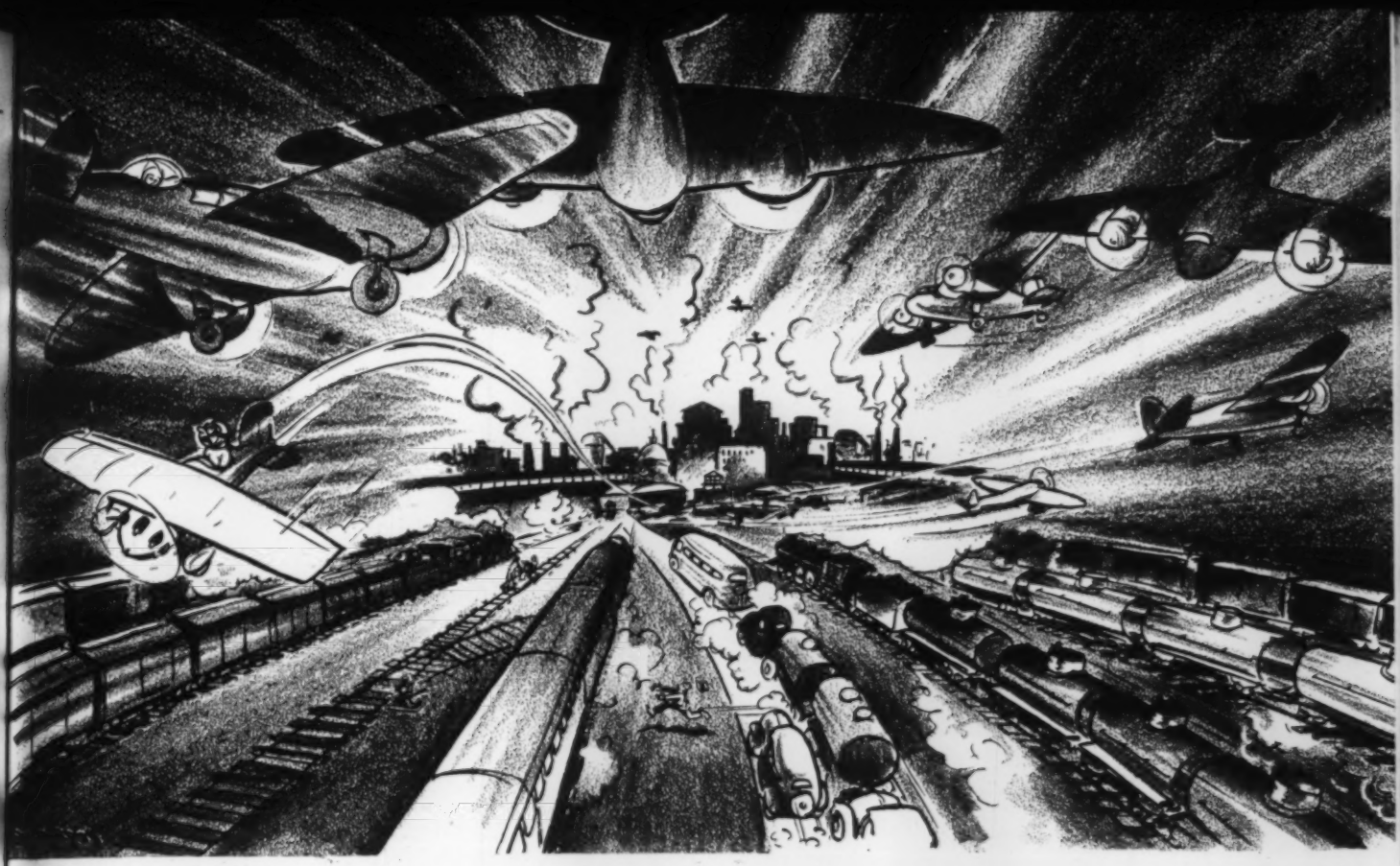
A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD



The traffic is terrific in St. Louis

Airplanes zip in and out of St. Louis' Municipal Airport so close together that it's hard to tell where one plane ends and the other begins!

The latest Department of Commerce figures show that in one month St. Louis' solitary commercial airport handled 22,713 landings and take-offs . . . more than any commercial field in the nation. America's largest airfield, New York's famed La Guardia Field, handled only 8,336 in the same period.

St. Louis' present commercial airport is being enlarged and voters recently appropriated $4,500,000 by a 10 to 1 vote for the construction of an additional port. The government is expected to contribute an equal sum for this project.

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630 KILOCYCLES ★ 5000 WATTS

BLUE NETWORK ★ ST. LOUIS, MO. ★ REPRESENTED BY WEED & CO., NEW YORK, CHICAGO DETROIT, SAN FRANCISCO ★ OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

AFFILIATED WITH KFRU, COLUMBIA, MO.

XUM

MONTANA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Beaverhead	2,321	75.9	1,763	1,003	83.2	834	524	74.6	391	794	67.7	538
Big Horn	2,516	79.4	1,999	....	....	....	1,197	78.5	940	1,319	80.3	1,059
Blaine	2,443	78.5	1,916	....	....	....	1,264	81.0	1,024	1,179	75.6	892
Broadwater	958	77.6	744	....	....	....	605	79.7	482	353	74.2	262
Carbon	3,303	82.8	2,737	923	86.9	802	1,051	83.7	880	1,329	79.4	1,055
Carter	910	77.9	709	....	....	....	243	75.1	183	667	78.9	526
Cascade	12,442	90.6	11,270	9,125	92.9	8,475	1,783	84.9	1,513	1,534	83.6	1,282
Chouteau	2,121	86.6	1,837	....	....	....	849	87.1	740	1,272	86.3	1,097
Custer	2,958	88.5	2,618	2,152	90.7	1,952	262	88.5	232	544	79.7	434
Daniels	1,172	90.1	1,056	....	....	....	523	90.3	472	649	90.0	584
Dawson	2,265	90.2	2,041	1,219	95.9	1,170	186	82.8	154	860	83.4	717
Deer Lodge	4,062	91.2	3,704	3,314	92.5	3,066	489	86.3	422	259	83.3	216
Fallon	930	88.1	819	....	....	....	476	90.7	432	454	85.3	387
Fergus	4,037	86.8	3,503	1,741	89.6	1,560	800	82.0	656	1,496	86.0	1,287
Flathead	7,111	88.6	6,296	3,359	91.0	3,057	1,726	87.8	1,515	2,026	85.1	1,724
Gallatin	5,249	86.8	4,558	2,628	88.9	2,336	1,172	82.6	1,010	1,449	83.6	1,212
Garfield	758	77.8	590	....	....	....	238	75.0	179	520	79.1	411
Glacier	2,386	75.6	1,805	739	91.7	678	1,127	70.3	792	520	64.3	335
Golden Valley	463	86.0	399	....	....	....	198	85.2	169	265	86.6	230
Granite	1,143	77.9	890	....	....	....	818	78.4	642	325	76.4	248
Hill	3,556	90.0	3,198	1,742	95.1	1,657	680	85.5	581	1,134	84.7	960
Jefferson	1,224	82.7	1,013	....	....	....	824	83.3	686	400	81.6	327
Judith Basin	1,027	87.5	899	....	....	....	433	87.9	381	594	87.2	518
Lake	3,640	83.0	3,022	....	....	....	1,810	84.3	1,527	1,830	81.7	1,495
Lewis and Clark	6,745	87.8	5,924	4,885	90.1	4,373	1,258	83.7	1,053	632	78.7	498
Liberty	647	85.3	552	....	....	....	252	87.1	220	395	84.1	332
Lincoln	2,347	79.4	1,864	....	....	....	1,629	82.4	1,343	718	72.5	521
McCone	1,004	85.2	856	....	....	....	296	82.8	245	708	86.2	611
Madison	2,136	77.6	1,657	....	....	....	1,244	82.3	1,023	892	71.1	634
Meagher	659	82.6	544	....	....	....	388	79.4	308	271	87.2	236
Mineral	727	78.3	569	....	....	....	597	79.1	472	130	74.6	97
Missoula	8,296	89.2	7,396	5,530	90.8	5,023	1,784	88.3	1,575	982	81.2	798
Musselshell	1,677	85.9	1,440	768	92.1	707	538	83.9	451	371	76.0	282
Park	3,454	87.9	3,032	1,963	92.3	1,812	691	82.7	572	800	81.0	648
Petroleum	333	77.6	259	....	....	....	162	78.8	128	171	76.5	131
Phillips	2,304	80.2	1,848	....	....	....	1,258	80.4	1,011	1,046	80.0	837
Pondera	1,794	84.2	1,511	....	....	....	883	83.1	733	911	85.4	778
Powder River	924	71.4	659	....	....	....	181	81.5	147	743	68.9	512
Powell	1,852	82.6	1,530	864	93.1	805	446	73.8	328	542	73.3	397
Prairie	647	81.0	525	....	....	....	397	81.0	322	250	81.0	203
Ravalli	3,724	81.3	3,028	....	....	....	1,786	84.4	1,507	1,938	78.5	1,521
Richland	2,625	86.2	2,264	798	91.4	730	475	85.8	407	1,352	83.4	1,127
Roosevelt	2,462	83.0	2,044	....	....	....	1,449	85.5	1,239	1,013	79.5	805
Rosebud	1,745	75.0	1,309	....	....	....	990	75.4	746	755	74.5	563
Sanders	2,065	76.3	1,575	....	....	....	1,150	77.0	885	915	75.4	690
Sheridan	2,011	85.8	1,726	....	....	....	955	87.6	837	1,056	84.2	889
Silver Bow	16,594	90.7	15,048	11,881	90.4	10,737	4,448	92.4	4,108	265	76.7	203
Stillwater	1,592	85.9	1,368	....	....	....	725	85.3	619	867	86.3	749
Sweet Grass	1,109	82.0	908	....	....	....	505	86.8	438	604	77.9	470
Teton	1,996	86.6	1,729	....	....	....	873	89.5	782	1,123	84.3	947
Toole	1,973	86.4	1,705	719	88.1	633	721	87.9	634	533	82.2	438
Treasure	395	80.6	318	....	....	....	145	82.7	120	250	79.4	198
Valley	4,096	88.2	3,611	1,077	91.5	986	1,863	87.7	1,634	1,156	85.8	991
Wheatland	911	88.1	803	....	....	....	665	89.5	595	246	84.4	208
Wibaux	564	86.9	491	....	....	....	209	85.0	178	355	88.1	313
Yellowstone	11,542	90.1	10,403	7,748	92.2	7,143	1,480	89.1	1,319	2,314	83.9	1,941
Yellowstone National Park (part)	18	100.0	18	....	....	....	16	100.0	16	2	100.0	2
State Total	159,963	86.2	137,900	64,148	91.3	58,536	49,737	84.4	41,998	46,078	81.1	37,366

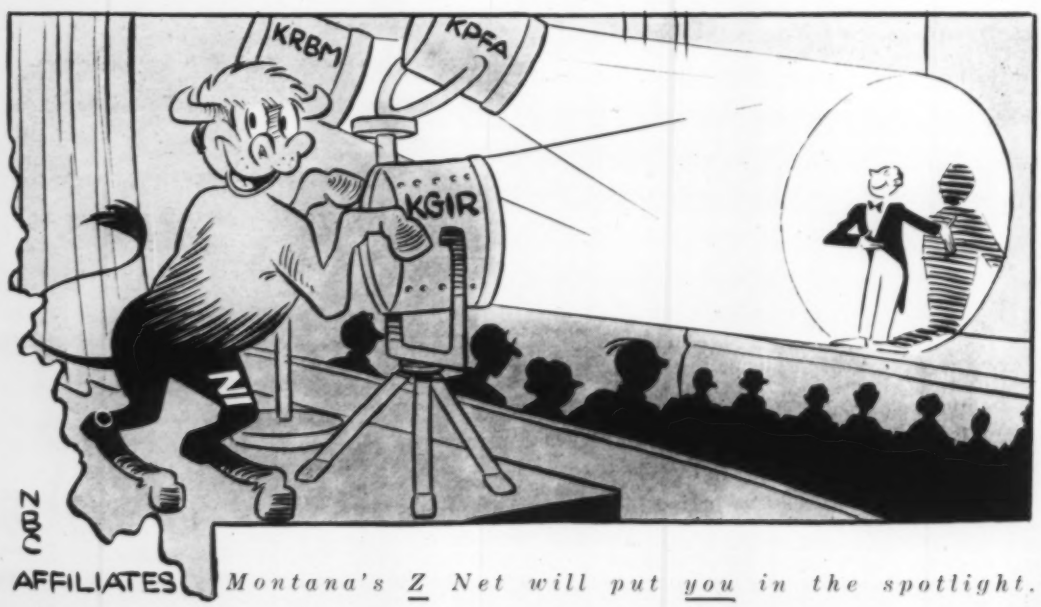
Cities of 2,500 Or More Population

City	Units	% Radio	Radio Units
Dillon	1,003	83.2	834
Red Lodge	923	86.9	802
Great Falls	9,125	92.9	8,475
Miles City	2,152	90.7	1,952
Glendive	1,219	95.9	1,170
Anaconda	3,314	92.5	3,066
Lewistown	1,741	89.6	1,560
Kalispell	2,561	90.5	2,318
Whitefish	798	92.7	739
Bozeman	2,628	88.9	2,336
Cut Bank	739	91.7	678
Havre	1,742	95.1	1,657
Helena	4,885	90.1	4,373
Missoula	5,530	90.8	5,023
Roundup	768	92.1	707
Livingston	1,963	92.3	1,812
Deer Lodge	864	93.1	805
Sidney	798	91.4	730
Butte	11,881	90.4	10,737
Shelby	719	88.1	633
Glasgow	1,077	91.5	986
Billings	6,971	92.2	6,428
Laurel	777	92.1	715

Broadcasting Stations

City	Call Letters	Freq. in Kc.	Power in Watts
BILLINGS	KGHL	790	5,000
BOZEMAN	KRBM	1450	250
BUTTE	KGIR	1370	5,000
GREAT FALLS	KFBB	1310	5,000
HELENA	KPFA	1240	250
KALISPELL	KGEZ	1340	100
		CP-1460	CP-1,000
MILES CITY	KRJF	1340	250
MISSOULA	KGVO	1290	5,000-LS 1,000-N
SIDNEY	KGCX	1480	1,000

New York and Chicago representative— The Walker Co.



Montana's Z Net will put you in the spotlight.

Offices— Butte, Montana Box 1956

NEBRASKA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	6,301	87.8	5,530	4,310	93.8	4,043	555	80.7	448	1,436	72.3	1,039
Antelope	3,569	79.9	2,852	....	....	....	1,539	82.4	1,268	2,030	78.0	1,584
Arthur	269	72.7	196	....	....	....	60	51.7	31	209	78.7	165
Banner	362	84.6	306	....	....	....	28	82.1	23	334	84.8	283
Blaine	395	79.5	314	....	....	....	102	80.8	82	293	79.1	232
Boone	3,117	78.3	2,442	....	....	....	1,405	85.3	1,199	1,712	72.6	1,243
Box Butte	2,915	87.4	2,547	1,739	89.0	1,548	323	85.8	277	853	84.7	722
Boyd	1,566	75.0	1,175	....	....	....	671	77.4	519	895	73.3	656
Brown	1,569	76.5	1,200	....	....	....	806	80.1	646	763	72.6	554
Buffalo	6,646	80.8	5,369	2,762	87.0	2,404	1,602	84.4	1,352	2,282	70.7	1,613
Burt	3,450	87.1	3,004	....	....	....	1,727	85.7	1,481	1,723	88.4	1,523
Butler	3,658	73.5	2,689	....	....	....	1,710	80.0	1,367	1,948	67.9	1,322
Cass	4,964	84.1	4,178	1,195	87.4	1,045	1,697	85.2	1,446	2,072	81.4	1,687
Cedar	3,751	85.1	3,190	....	....	....	1,588	84.7	1,345	2,163	85.3	1,845
Chase	1,413	77.5	1,095	....	....	....	678	77.6	526	735	77.4	569
Cherry	2,443	77.5	1,893	....	....	....	1,092	78.5	858	1,351	76.6	1,035
Cheyenne	2,453	87.4	2,144	921	91.1	839	463	87.6	406	1,069	84.1	899
Clay	3,154	78.2	2,470	....	....	....	1,698	85.0	1,443	1,456	70.5	1,027
Colfax	3,038	80.9	2,456	871	87.8	764	759	80.6	612	1,408	76.7	1,080
Cuming	3,459	85.8	2,966	685	92.3	632	804	80.7	649	1,970	85.5	1,685
Custer	6,132	77.0	4,723	876	86.0	753	1,742	80.8	1,408	3,514	72.9	2,562
Dakota	2,562	84.7	2,168	1,241	88.4	1,097	484	83.5	404	837	79.7	667
Dawes	2,789	86.2	2,404	1,252	91.4	1,145	688	79.6	548	849	83.8	711
Dawson	4,914	81.0	3,982	1,075	93.7	917	1,737	86.0	1,493	2,102	74.8	1,572
Deuel	929	84.9	789	....	....	....	459	88.7	407	470	81.3	382
Dixon	2,759	84.8	2,340	....	....	....	1,230	87.7	1,078	1,529	82.5	1,262
Dodge	6,829	89.4	6,105	3,469	93.4	3,239	1,504	85.6	1,287	1,856	85.1	1,579
Douglas	68,378	93.5	63,967	62,135	94.1	58,464	4,345	88.6	3,852	1,898	87.0	1,651
Dundy	1,358	72.4	982	....	....	....	661	71.3	471	697	73.4	511
Fillmore	3,319	77.7	2,577	....	....	....	1,636	84.7	1,386	1,683	70.8	1,191
Franklin	2,246	71.0	1,594	....	....	....	1,115	79.4	885	1,131	62.7	709
Frontier	1,797	73.3	1,317	....	....	....	682	80.0	546	1,115	69.1	771
Furnas	3,022	76.8	2,322	....	....	....	1,695	82.0	1,390	1,327	70.2	932
Gage	8,023	86.2	6,918	3,219	91.4	2,943	1,927	84.8	1,635	2,877	81.3	2,340
Garden	1,249	79.0	987	....	....	....	495	81.6	404	754	77.3	583
Garfield	895	74.6	667	....	....	....	396	79.1	313	499	71.0	354
Gosper	1,002	68.2	685	....	....	....	269	82.8	223	733	63.0	462
Grant	337	83.5	282	....	....	....	204	80.9	165	133	87.6	117
Greeley	1,655	75.6	1,252	....	....	....	738	79.2	585	917	72.7	667
Hall	7,825	86.7	6,778	5,469	91.9	5,028	601	83.3	500	1,755	71.2	1,250
Hamilton	2,910	77.9	2,267	....	....	....	1,287	84.8	1,092	1,623	72.4	1,175
Harlan	1,999	76.2	1,525	....	....	....	957	84.8	812	1,042	68.4	713
Hayes	748	75.2	563	....	....	....	145	65.5	95	603	77.6	468
Hitchcock	1,721	76.0	1,308	....	....	....	919	79.6	731	802	72.0	577
Holt	4,228	79.7	3,368	644	86.9	560	1,158	79.0	915	2,426	78.0	1,893
Hooker	331	74.4	246	....	....	....	208	77.4	161	123	69.2	85
Howard	2,305	75.8	1,745	....	....	....	925	81.0	749	1,380	72.2	996
Jefferson	4,503	83.7	3,775	1,952	91.6	1,788	816	79.8	651	1,735	77.0	1,336
Johnson	2,468	82.3	2,032	....	....	....	1,167	83.9	979	1,301	80.9	1,053
Kearney	1,954	83.9	1,640	....	....	....	909	88.7	806	1,045	79.8	834
Keith	2,168	81.7	1,772	862	87.2	752	500	81.6	408	806	75.9	612
Keya Paha	791	77.8	615	....	....	....	187	76.6	143	604	78.1	472
Kimball	1,052	84.7	891	....	....	....	588	89.5	526	464	78.6	365
Knox	4,345	76.7	3,291	....	....	....	1,824	78.1	1,425	2,521	74.0	1,866
Lancaster	29,129	92.1	26,842	24,633	94.7	23,327	1,548	83.9	1,299	2,948	75.2	2,216
Lincoln	6,759	84.4	5,703	3,378	91.6	3,094	1,242	79.3	985	2,139	75.9	1,624
Logan	453	71.3	322	....	....	....	157	60.2	108	296	72.3	214
Loup	459	77.4	355	....	....	....	118	76.5	90	341	77.7	265
McPherson	318	65.0	207	....	....	....	61	47.5	29	257	69.3	178
Madison	6,478	87.3	5,653	3,013	92.1	2,774	1,569	86.0	1,349	1,896	80.7	1,530
Merrick	2,628	82.8	2,177	....	....	....	1,351	88.7	1,198	1,277	76.6	979
Morrill	2,313	81.6	1,888	....	....	....	1,159	83.1	963	1,154	80.2	925
Nance	1,950	78.6	1,533	....	....	....	939	83.1	780	1,011	74.4	753
Nemaha	3,712	85.1	3,159	1,124	87.9	988	903	82.8	748	1,685	84.5	1,423
Nuckolls	2,971	75.2	2,233	823	88.2	726	764	80.6	615	1,384	64.5	892
Otoe	5,371	87.0	4,675	2,101	88.0	1,850	1,034	88.2	912	2,236	85.5	1,913
Pawnee	2,350	80.1	1,883	....	....	....	978	84.9	831	1,372	76.7	1,052
Perkins	1,350	80.7	1,089	....	....	....	527	82.4	434	823	79.6	655
Phelps	2,512	86.0	2,160	1,056	93.2	984	366	78.8	288	1,090	81.4	888
Pierce	2,703	82.2	2,222	....	....	....	1,104	85.2	941	1,599	80.1	1,281
Platte	4,964	81.3	4,036	2,043	90.9	1,857	750	77.3	580	2,171	73.7	1,599
Polk	2,466	83.8	2,068	....	....	....	1,033	87.1	900	1,433	81.5	1,168
Red Willow	3,298	82.5	2,717	1,741	91.3	1,589	557	74.5	415	1,000	71.3	713
Richardson	5,297	83.2	4,409	1,735	91.1	1,581	1,395	81.6	1,139	2,167	78.0	1,689
Rock	1,016	78.7	800	....	....	....	400	81.6	326	616	76.9	474
Saline	4,608	77.7	3,581	964	88.0	848	1,614	81.1	1,308	2,030	70.2	1,425
Sarpy	2,638	87.5	2,308	....	....	....	1,502	91.0	1,367	1,136	82.8	941
Saunders	5,152	82.9	4,272	805	93.2	750	1,656	84.8	1,404	2,691	78.7	2,118
Scottsbluff	8,501	82.6	7,021	3,916	86.7	3,396	1,625	77.4	1,258	2,960	80.0	2,367
Seward	4,036	80.4	3,242	875	90.9	795	1,118	79.8	892	2,043	76.1	1,555
Sheridan	2,709	80.2	2,173	....	....	....	1,400	80.3	1,125	1,309	80.0	1,048
Sherman	2,026	68.3	1,385	....	....	....	869	78.3	680	1,157	60.9	705
Sioux	1,036	75.3	780	....	....	....	185	82.1	152	851	73.8	628
Stanton	1,858	79.7	1,480	....	....	....	618	87.3	539	1,240	75.9	941
Thayer	3,436	78.9	2,711	....	....	....	1,808	85.3	1,542	1,628	71.8	1,169
Thomas	434	73.5	319	....	....	....	232	75.0	174	202	71.9	145
Thurston	2,445	73.2	1,789	....	....	....	1,238	71.6	886	1,207	74.8	903
Valley	2,307	76.3	1,758	....	....	....	1,102	84.1	927	1,205	69.0	831
Washington	3,197	87.2	2,788	939	93.4	877	591	86.2	510	1,667	84.0	1,401
Wayne	2,647	88.8	2,350	784	92.9	729	387	82.5	319	1,476	88.2	1,302
Webster	2,367	72.4	1,713	....	....	....	1,120	83.5	936	1,247	62.3	777
Wheeler	528	75.2	397	....	....	....	137	71.1	97	391	76.7	300
York	4,287	83.7	3,590	1,652	90.9	1,502	728	78.4	571	1,907	79.5	1,517
State Total	360,744	84.7	305,681	146,259	92.7	135,628	89,390	82.9	74,068	125,095	76.7	95,985

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Lincoln	24,633	94.7	23,327
Omaha	62,135	94.1	58,464

Broadcasting Stations

City	Call Letters	Freq. in Kc.	Power in Watts
FREMONT	KORN	1400	250
GRAND ISLAND	KMMJ	750	1,000
	L-WSB		
HASTINGS	KHAS	1230	250
KEARNEY	KGFW	1340	250
LINCOLN	KFAB	770	10,000
(Synchronizes at night with WBBM, Chicago)			
	KFOR	1240	250
NORFOLK	WJAG	1090	1,000
	L-KTHS, WBAL		
NORTH PLATTE	KGNF	1460	1,000-D
OMAHA	KBON	1490	250
	KOIL	1290	5,000
	KOWH	660	500-D
	WOW	590	5,000
SCOTTSBLUFF	KGKY	1490	250

"This is the National Broadcasting Company"
CAB RATINGS (Day and Night)
1941 (First seven months)
1942 (First seven months)
INCREASE
Total Ratings 27,499.1 29,366.5 1,867.4 (6.8%)
Total Quarter Hours 1,256. 1,309. 53 (4.2%)
Average Program Ratings 13.7 14.9 1.2 (8.8%)

the trend's the thing!

Tomorrow is what happens when today becomes yesterday—and in radio, as in any progressive business, you can get a pretty good idea of what tomorrow is going to look like by studying today and yesterday, both old tomorrows themselves.

Yesterday, NBC was "The Network Most People Listen to Most"—a fact demonstrated by the first all-county survey of listening habits ever made.

That was yesterday—what's happening today?

The chart at the left gives graphic reply. NBC ratings are even ahead of last year—indicating greater popularity still.

As for tomorrow—a trend like NBC's pretty much takes care of ***that***. We invite you to keep an eye on it—***and, of course, NBC.***

The National Broadcasting Company
A Radio Corporation of America Service

NEVADA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Churchill	1,562	78.0	1,218	....	....	....	849	77.5	658	713	78.5	560
Clark	4,829	80.1	3,871	2,563	83.5	2,141	1,975	77.9	1,538	291	65.8	192
Douglas	599	78.9	473	....	....	....	373	78.5	293	226	79.5	180
Elko	3,241	78.2	2,535	1,240	81.5	1,011	1,470	75.5	1,110	531	77.9	414
Esmeralda	620	65.3	405	....	....	....	596	65.7	392	24	54.2	13
Eureka	461	57.1	263	....	....	....	349	57.6	201	112	55.8	62
Humbolt	1,395	72.2	1,009	....	....	....	1,154	75.5	871	241	57.3	138
Lander	583	67.7	395	....	....	....	513	68.1	350	70	64.7	45
Lincoln	1,143	86.7	991	....	....	....	948	89.2	846	195	74.5	145
Lyon	1,201	78.6	944	....	....	....	719	79.8	574	482	76.8	370
Mineral	777	62.5	486	....	....	....	689	65.8	454	88	36.8	32
Nye	1,380	67.1	926	....	....	....	1,175	70.5	828	205	47.7	98
Ormsby	935	88.8	830	....	....	....	903	89.1	805	32	78.1	25
Pershing	867	70.6	612	....	....	....	751	70.8	532	116	69.4	80
Storey	395	87.1	344	....	....	....	383	86.7	332	12	100.0	12
Washoe	10,025	90.4	9,069	8,319	93.1	7,748	1,045	76.2	796	661	79.5	525
White Pine	3,278	83.8	2,748	1,162	82.5	959	1,903	86.6	1,647	213	66.7	142
State Total	33,291	81.4	27,119	13,284	89.2	11,859	15,795	77.4	12,227	4,212	72.0	3,033

Cities of 2,500 Or More Population

	Units	% Radio	Radio Units
Las Vegas	2,563	83.5	2,141
Elko City	1,240	81.5	1,011
Reno	6,909	92.6	6,396
Sparks	1,410	95.9	1,352
Ely	1,162	82.5	959

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
LAS VEGAS	KENO 1400	250
RENO	KOH 630	1,000

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WSOC

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ASCAP

Radio Program Service

30 Rockefeller Plaza, New York

NEW HAMPSHIRE

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Belknap	6,741	88.8	5,984	3,579	93.8	3,357	2,255	84.4	1,903	907	79.9	724
Carroll	4,443	84.5	3,754	....	....	....	3,654	84.9	3,103	789	82.5	651
Cheshire	9,675	88.8	8,596	3,804	93.7	3,564	4,239	86.6	3,670	1,632	83.5	1,362
Coos	9,529	89.5	8,532	4,490	92.0	4,133	3,848	89.7	3,451	1,191	79.6	948
Grafton	12,201	87.3	10,655	3,386	92.2	3,121	6,774	86.7	5,875	2,041	81.3	1,659
Hillsborough	39,180	92.0	36,048	30,800	93.0	28,651	5,856	89.2	5,221	2,524	86.2	2,176
Merrimack	15,861	90.1	14,290	8,488	95.3	8,092	5,276	84.8	4,473	2,097	82.3	1,725
Rockingham	16,511	89.9	14,844	7,112	93.9	6,679	6,298	87.8	5,527	3,101	85.1	2,638
Stafford	11,827	91.2	10,788	8,881	93.1	8,266	2,213	87.2	1,929	733	80.9	593
Sullivan	6,968	88.6	6,173	4,815	91.9	4,425	1,137	82.2	935	1,016	80.0	813
State Total	132,936	90.0	119,664	75,350	93.3	70,288	41,550	86.9	36,087	16,031	82.9	13,289

Cities of 2,500 Or More Population

City	Units	% Radio	Radio Units
Laconia	3,579	93.8	3,357
Keene	3,804	93.7	3,564
Berlin	4,490	92.0	4,133
Lebanon	2,121	92.6	1,964
Littleton	1,265	91.4	1,157
Manchester	21,038	92.3	19,421
Milford	1,156	91.9	1,062
Nashua	8,606	94.9	8,168
Concord	6,730	95.5	6,427
Franklin	1,758	94.7	1,665
Derry	1,579	89.4	1,411
Exeter	1,538	94.0	1,445
Portsmouth	3,995	95.7	3,823
Dover	3,971	94.4	3,747
Rochester	3,366	92.4	3,110
Somersworth	1,544	91.2	1,409
Claremont	3,321	93.3	3,099
Newport	1,494	88.7	1,326

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
KEENE	WKNE 1290	5,000
LACONIA	WLNH 1340	250
MANCHESTER	WFEA 1370	5,000
	WMUR 610	5,000-LS 1,000-N
PORTSMOUTH	WHEB 750 L-WSB	1,000

MR. TIME BUYER!

HAVE YOU INVESTIGATED WHEB'S PER RADIO HOME COST?

NEW HAMPSHIRE *Counties*	MASSACHUSETTS *Counties*	MAINE *Counties*
Belknap	Essex	Androscoggin
Carroll	Suffolk	Cumberland
Grafton	Norfolk	Kennebec
Hillsborough	Plymouth	Knox
Merrimack	Barnstable	Lincoln
Rockingham	(Part of	York
Stafford	Essex)	Sagadahoc
(See Above Chart)	(See Charts for Mass. and Maine)	Waldo
		Oxford

330,570

Radio Homes in Our Primary

(Certified Mail Count)

PLUS: A PROGRAM POLICY DESIGNED FOR THE REGION SERVED!

PLUS: A COMPREHENSIVE MERCHANDISING SERVICE!

PLUS: ASSOCIATED PRESS NEWS—EVERY DAYLIGHT HOUR!

PLUS: A CLEAR CHANNEL FREQUENCY—750 KC!

PLUS: PROVEN RESULTS—WRITE FOR SUCCESS STORIES!

WHEB

PORTSMOUTH, NEW HAMPSHIRE

"The Listening Habit of Central New England"

NEW JERSEY

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Atlantic	34,640	91.8	31,814	27,854	93.2	25,955	5,346	87.1	4,655	1,440	83.6	1,204
Bergen	110,446	97.8	108,030	99,020	98.0	96,999	10,804	96.7	10,451	622	93.2	580
Burlington	24,785	92.8	23,003	5,930	94.1	5,578	15,983	93.6	14,967	2,872	85.6	2,458
Camden	67,480	94.9	64,057	54,360	95.2	51,731	12,030	94.3	11,346	1,090	89.9	980
Cape May	8,632	90.2	7,785	3,750	94.7	3,551	4,275	87.0	3,719	607	84.8	515
Cumberland	19,842	90.2	17,900	10,866	93.7	10,178	6,184	85.6	5,294	2,792	87.0	2,428
Essex	221,679	96.3	213,501	217,870	96.3	209,740	3,611	98.9	3,571	198	95.9	190
Gloucester	19,429	92.2	17,919	8,008	95.4	7,640	8,759	91.6	8,021	2,662	84.8	2,258
Hudson	173,443	96.9	168,052	172,874	96.9	167,499	568	97.2	552	1	100.0	1
Hunterdon	10,317	91.4	9,434	2,002	93.6	1,874	5,153	92.8	4,784	3,162	87.8	2,776
Mercer	48,501	95.1	46,118	32,706	94.8	31,017	14,193	96.1	13,646	1,602	90.8	1,455
Middlesex	54,066	94.9	51,313	43,232	95.5	41,289	9,061	93.5	8,475	1,773	87.4	1,549
Monmouth	43,746	93.3	40,804	22,819	94.0	21,452	17,630	93.2	16,423	3,297	88.8	2,929
Morris	31,750	95.9	30,442	14,844	97.1	14,419	14,934	95.0	14,185	1,972	93.2	1,838
Ocean	10,921	90.9	9,925	....	....	....	10,036	91.3	9,166	885	85.7	759
Passaic	83,882	95.5	80,124	79,704	95.6	76,164	3,873	94.7	3,668	305	95.6	292
Salem	11,458	89.0	10,199	4,215	91.5	3,859	5,283	89.5	4,727	1,960	82.3	1,613
Somerset	18,401	95.5	17,564	10,549	96.6	10,186	5,930	94.5	5,607	1,922	92.1	1,771
Sussex	8,080	90.6	7,319	2,571	95.3	2,451	3,704	89.1	3,299	1,805	86.9	1,569
Union	84,870	97.2	82,453	79,211	97.2	77,003	5,510	96.4	5,311	149	93.2	139
Warren	13,892	92.5	12,856	7,252	95.5	6,923	4,808	90.7	4,362	1,832	85.8	1,571
State Total	1,100,260	95.5	1,050,612	899,637	96.2	865,508	167,675	93.2	156,229	32,948	87.6	28,875

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Atlantic City	17,791	93.0	16,549
Bayonne	19,123	97.3	18,605
Belleville	7,221	97.4	7,036
Bloomfield	11,479	98.8	11,345
Camden	30,478	93.1	28,373
Clifton	13,125	98.1	12,882
East Orange	20,394	98.6	20,102
Elizabeth	27,980	96.4	26,978
Garfield	7,143	96.0	6,858
Hackensack	6,789	96.9	6,577
Hoboken	13,324	96.0	12,788
Irvington	15,995	98.8	15,806
Jersey City	79,684	96.5	76,923
Kearny	10,474	98.1	10,275
Montclair	10,305	97.7	10,069
Newark	112,194	94.4	105,879
New Brunswick	8,667	94.5	8,192
North Bergen Twp.	10,991	97.8	10,749
Orange	9,249	95.3	8,815
Passaic	16,025	94.0	15,062
Paterson	38,685	94.8	36,679
Perth Amboy	10,292	95.1	9,792
Plainfield	9,866	96.4	9,515
Teaneck Twp.	6,904	99.4	6,860
Trenton	29,594	94.8	28,052
Union City	16,767	96.5	16,176
West New York	11,403	98.0	11,177
West Orange	6,558	98.7	6,473
Woodbridge Twp.	6,477	94.6	6,125

WAAT

NEW JERSEY'S *First* STATION

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WILLIAM RAMBEAU AGENCY
CHICAGO, ILLINOIS

EXECUTIVE OFFICES
HOTEL DOUGLAS
NEWARK, N. J.

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
ASBURY PARK	WCAP 1310 ST-WCAM, WTNJ	500
ATLANTIC CITY	WBAB 1490	250
	WFPG 1450	250
BRIDGETON	WSNJ 1240	250
CAMDEN	WCAM 1310 ST-WCAP, WTNJ	500
JERSEY CITY	WAAT 970	1,000
	WHOM 1480	1,000-LS 500-N
NEWARK	WHBI 1280 ST-WNEW	2,500-LS 1,000-N
PATERSON	WPAT 930	1,000-D
RED BANK	WBRB 1240 ST-WFAS, WGBB	100
TRENTON	WTNJ 1310 ST-WCAM, WCAP	500
	WTTM 920	1,000
ZAREPHATH	*WAWZ 1380 ST-WBNX	5,000-LS 1,000-N

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Bernalillo	18,079	74.0	13,396	9,884	86.7	8,572	5,943	63.2	3,755	2,252	47.4	1,069
Catron	1,313	42.5	558	....	....	....	671	43.1	289	642	41.9	269
Chaves	6,091	67.1	4,088	3,569	73.7	2,630	758	55.5	421	1,764	58.8	1,037
Colfax	4,634	66.0	3,057	2,043	73.0	1,491	1,706	63.4	1,082	885	54.7	484
Curry	4,809	75.5	3,633	2,757	82.4	2,273	758	61.0	462	1,294	69.4	898
DeBaca	934	54.4	508	....	....	....	541	55.7	301	393	52.6	207
Dona Ana	7,270	51.5	3,746	2,155	62.9	1,355	2,196	44.3	974	2,919	48.5	1,417
Eddy	6,059	65.7	3,983	2,957	79.9	2,364	1,833	56.3	1,033	1,269	46.2	586
Grant	4,890	62.5	3,059	1,349	65.0	877	2,798	60.9	1,705	743	64.1	477
Guadalupe	1,908	30.9	590	....	....	....	1,402	34.2	479	506	22.0	111
Harding	1,057	45.2	477	....	....	....	466	42.5	198	591	47.2	279
Hidalgo	1,246	59.9	746	786	61.8	486	203	57.0	116	257	56.1	144
Lea	6,161	74.1	4,559	3,240	74.9	2,427	2,286	78.1	1,785	635	54.7	347
Lincoln	2,119	54.0	1,144	....	....	....	1,445	55.9	808	674	49.8	336
Luna	1,687	58.6	987	964	64.0	617	323	43.7	141	400	57.3	229
McKinley	5,318	45.2	2,385	1,817	79.1	1,437	1,569	52.8	828	1,932	6.2	120
Mora	2,399	14.2	340	....	....	....	924	17.1	158	1,475	12.3	182
Otero	2,638	51.1	1,348	988	62.1	613	878	47.2	415	772	41.5	320
Quay	3,212	66.4	2,132	1,655	67.6	1,118	487	63.4	309	1,070	65.9	705
Rio Arriba	5,499	19.2	1,058	....	....	....	2,557	23.5	600	2,942	15.6	458
Roosevelt	3,628	60.8	2,206	1,328	66.2	879	330	56.1	185	1,970	58.0	1,142
Sandoval	3,082	24.8	765	....	....	....	1,880	26.2	492	1,202	22.7	273
San Juan	3,750	38.1	1,440	....	....	....	1,240	69.0	855	2,510	23.3	585
San Miguel	6,330	32.8	2,073	2,889	50.7	1,465	1,459	20.1	293	1,982	15.9	315
Santa Fe	7,289	57.2	4,161	4,943	68.3	3,376	1,199	36.3	436	1,147	30.4	349
Sierra	1,908	46.3	883	869	54.0	469	616	44.6	275	423	32.9	139
Socorro	2,666	33.6	897	907	47.5	431	712	30.1	215	1,047	23.9	251
Taos	4,109	23.2	948	....	....	....	2,111	29.6	624	1,998	16.2	324
Torrance	2,628	38.3	1,008	....	....	....	1,366	38.6	527	1,262	38.1	481
Union	2,354	59.3	1,395	847	70.3	595	432	49.5	214	1,075	54.6	586
Valencia	4,468	33.6	1,483	766	62.2	476	2,008	28.8	579	1,634	26.2	428
State Total	129,475	53.2	69,053	46,713	72.5	33,951	43,097	47.6	20,554	39,665	36.7	14,548

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Albuquerque	9,884	86.7	8,572

Broadcasting Stations

City	Call Letters / Freq. in Kc.	Power in Watts
ALBUQUERQUE	KGGM 1260	1,000
	KOB 1030 SA-770	10,000 SA-50,000-LS 25,000-N CP-50,000
CARLSBAD	KAVE 1240	250
CLOVIS	KICA 1240	250
HOBBS	KWEW 1490	100
LAS VEGAS	KFUN 1230	250
ROSEWELL	KGFL 1400	100
SANTA FE	KVSF 1340	100
TUCUMCARI	KTNM 1400-SH	250

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ASCAP

Radio Program Service

30 Rockefeller Plaza, New York

NEW YORK

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Albany	62,616	95.8	59,994	49,323	96.3	47,505	10,592	95.5	10,117	2,701	87.8	2,372
Allegany	11,191	85.6	9,585	1,703	95.7	1,630	6,060	88.0	5,331	3,428	76.5	2,624
Bronx	377,843	97.9	370,084	377,843	97.9	370,084	....	....	....	....	....	....
Broome	43,739	94.3	41,249	30,152	95.9	28,919	9,859	94.5	9,313	3,728	80.9	3,017
Cattaraugus	19,869	90.0	17,878	8,975	94.8	8,512	6,192	90.0	5,571	4,702	80.7	3,795
Cayuga	18,057	91.0	16,434	9,418	95.7	9,013	4,342	89.5	3,888	4,297	82.2	3,533
Chautauqua	35,976	93.1	33,487	22,547	95.5	21,526	7,024	92.9	6,529	6,405	84.8	5,432
Chemung	20,576	93.8	19,296	14,600	95.3	13,916	4,152	94.3	3,917	1,824	80.2	1,463
Chenango	10,387	87.5	9,082	2,588	95.8	2,479	4,120	89.9	3,705	3,679	78.8	2,898
Clinton	11,859	82.7	9,982	4,100	94.7	3,882	4,555	80.3	3,659	3,204	76.2	2,441
Columbia	11,708	89.8	10,514	3,054	93.6	2,858	5,800	89.7	5,205	2,854	85.9	2,451
Cortland	9,689	91.6	8,879	5,581	96.0	5,358	1,975	88.5	1,749	2,133	83.1	1,772
Delaware	11,414	84.0	9,592	2,021	92.5	1,869	5,282	83.6	4,415	4,111	80.5	3,308
Dutchess	28,532	92.5	26,386	15,224	94.3	14,358	9,899	90.7	8,974	3,409	89.6	3,054
Erie	208,868	97.1	202,875	175,737	97.5	171,345	25,318	96.9	24,524	7,813	89.7	7,006
Essex	8,707	85.8	7,473	2,272	93.5	2,124	4,740	84.6	4,009	1,695	79.1	1,340
Franklin	11,186	82.6	9,235	5,091	93.3	4,749	3,089	78.1	2,414	3,006	68.9	2,072
Fulton	14,648	92.3	13,523	10,504	95.7	10,056	2,748	86.6	2,381	1,396	77.8	1,086
Genesee	11,872	93.2	11,074	5,845	96.4	5,637	2,926	90.7	2,655	3,101	89.7	2,782
Greene	8,201	89.8	7,363	1,638	93.6	1,533	4,447	89.3	3,972	2,116	87.8	1,858
Hamilton	1,184	82.0	971	....	....	....	926	83.1	770	258	78.1	201
Herkimer	16,412	92.4	15,170	10,876	95.9	10,426	2,946	89.1	2,624	2,590	81.9	2,120
Jefferson	23,113	90.1	20,834	10,464	94.0	9,831	8,043	89.6	7,203	4,606	82.5	3,800
Kings	716,933	97.2	696,679	716,933	97.2	696,679	....	....	....	....	....	....
Lewis	5,980	82.0	4,905	1,063	92.1	979	2,666	82.1	2,188	2,251	77.2	1,738
Livingston	9,521	90.1	8,577	2,307	94.0	2,168	4,355	93.0	4,048	2,859	82.6	2,361
Madison	11,272	90.2	10,163	4,118	95.0	3,911	4,026	90.8	3,655	3,128	83.0	2,597
Monroe	121,086	97.2	117,687	100,720	97.3	98,001	15,074	97.5	14,697	5,292	94.3	4,989
Montgomery	16,497	94.5	15,588	10,792	96.7	10,434	3,652	93.1	3,399	2,053	85.5	1,755
Nassau	108,051	97.6	105,487	52,736	98.0	51,679	54,141	97.3	52,683	1,174	95.8	1,125
New York	548,378	94.1	515,992	548,378	94.1	515,992	....	....	....	....	....	....
Niagara	42,018	96.3	40,453	32,127	97.3	31,269	5,211	95.3	4,968	4,680	90.1	4,216
Oneida	52,783	93.7	49,453	37,448	95.1	35,602	10,340	93.0	9,615	4,995	84.8	4,236
Onondaga	80,630	96.3	77,634	61,932	97.2	60,227	12,981	94.5	12,267	5,717	89.9	5,140
Ontario	14,869	92.8	13,805	6,443	95.6	6,162	4,621	92.4	4,272	3,805	88.6	3,371
Orange	36,975	93.1	34,416	21,613	94.7	20,467	11,060	91.8	10,151	4,302	88.3	3,798
Orleans	7,954	89.8	7,147	3,112	94.4	2,939	2,132	88.3	1,882	2,710	85.8	2,326
Oswego	19,554	90.8	17,752	9,418	95.7	9,015	4,932	88.5	4,364	5,204	84.0	4,373
Otsego	13,486	87.1	11,737	4,287	94.9	4,067	5,039	85.9	4,331	4,160	80.3	3,339
Putnam	4,428	90.9	4,023	....	....	....	3,743	91.5	3,426	685	87.2	597
Queens	361,689	98.5	356,324	361,689	98.5	356,324	....	....	....	....	....	....
Rensselaer	34,447	94.9	32,681	23,953	96.3	23,070	7,173	94.3	6,761	3,321	85.8	2,850
Richmond	43,076	97.3	41,934	43,076	97.3	41,934	....	....	....	....	....	....
Rockland	16,252	94.3	15,333	5,823	94.3	5,489	9,739	94.3	9,187	690	95.2	657
St. Lawrence	23,058	86.3	19,904	9,932	94.4	9,381	6,574	82.7	5,434	6,552	77.7	5,089
Saratoga	18,271	92.1	16,833	9,825	95.9	9,426	5,578	89.8	5,012	2,868	83.5	2,395
Schenectady	35,246	97.0	34,199	27,711	97.2	26,925	6,466	97.8	6,325	1,069	88.8	949
Schoharie	6,116	83.8	5,127	812	94.1	764	2,504	84.8	2,123	2,800	80.0	2,240
Schuyler	3,780	86.0	3,254	869	95.2	827	1,395	87.3	1,218	1,516	79.7	1,209
Seneca	6,351	89.9	5,706	2,891	93.9	2,714	1,704	88.8	1,513	1,756	84.2	1,479
Steuben	23,575	88.0	20,748	11,297	95.1	10,741	6,877	87.7	6,033	5,401	73.6	3,974
Suffolk	47,626	93.7	44,651	9,667	95.7	9,249	34,830	93.5	32,556	3,129	91.0	2,846
Sullivan	10,810	88.0	9,515	2,257	94.1	2,124	5,425	87.5	4,745	3,128	84.6	2,646
Tioga	7,914	86.4	6,850	3,239	92.7	3,002	2,270	86.4	1,961	2,405	78.5	1,887
Tompkins	12,345	92.1	11,369	6,009	96.6	5,804	3,759	91.1	3,423	2,577	83.1	2,142
Ulster	24,761	90.6	22,427	10,620	94.4	10,025	9,868	88.0	8,685	4,273	87.0	3,717
Warren	10,348	88.9	9,199	5,396	95.7	5,164	3,749	84.7	3,177	1,203	71.3	858
Washington	12,369	87.5	10,823	4,932	93.7	4,621	4,219	85.4	3,604	3,218	80.7	2,598
Wayne	15,023	90.7	13,630	4,176	96.3	4,022	5,311	91.1	4,838	5,536	86.2	4,770
Westchester	147,735	97.4	143,924	124,262	97.5	121,169	22,481	97.1	21,821	992	94.2	934
Wyoming	8,310	89.9	7,471	2,418	94.7	2,290	2,956	92.0	2,718	2,936	83.9	2,463
Yates	4,949	88.8	4,394	1,692	96.2	1,628	1,393	87.1	1,213	1,864	83.3	1,553
State Total	3,662,113	95.5	3,498,754	3,055,529	96.7	2,953,894	423,279	92.4	391,218	183,305	83.8	153,642

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Albany	37,976	96.4	36,591
Amsterdam	9,040	96.7	8,742
Auburn	9,418	95.7	9,013
Binghamton	20,553	95.4	19,614
Buffalo	151,937	97.5	148,186
Elmira	12,476	95.4	11,904
Jamestown	13,235	95.3	12,609
Kingston	8,217	94.2	7,738
Mt. Vernon	18,228	97.5	17,769
Newburgh	9,157	94.7	8,679
New Rochelle	14,361	97.2	13,954
New York	2,047,919	96.7	1,981,013
Bronx	377,843	97.9	370,084
Brooklyn	716,933	97.2	696,679
Manhattan	548,378	94.1	515,992
Queens	361,689	98.5	356,324
Richmond	43,076	97.3	41,934
Niagara Falls	20,322	97.4	19,799
Poughkeepsie	11,336	93.9	10,646
Rochester	90,039	97.1	87,466
Rome	7,811	95.4	7,453
Schenectady	25,306	97.0	24,535
Syracuse	57,009	97.3	55,452
Troy	19,672	96.1	18,906
Utica	26,915	95.0	25,563
Watertown	9,293	94.0	8,734
White Plains	10,435	98.2	10,243
Yonkers	38,516	97.4	37,522

Broadcasting Stations

City	Call Letters	Freq. in Kc.	Power in Watts
ALBANY	WABY	1400	250
	WOKO	1460	1,000–LS 500–N
AUBURN	WMBO	1340	250
BATAVIA	WBTA	1490	250
BINGHAMTON	WNBF	1290	5,000
BROOKLYN	*WBBR	1330	1,000
	ST-WEVD- WHAZ		
	WBYN	1430	1,000–LS 500–N
	WLIB	1190	1,000
	L-WOWO		
BUFFALO	WBEN	930	5,000
	WBNY	1400	250
	WEBR	1340	250
	WGR	550	5,000–LS 1,000–N
	WKBW	1520	50,000
ELMIRA	WENY	1230	250
ENDICOTT	WLAN	1450	250
FREEPORT	WGBB	1240	100
	ST-WBRB, WFAS		
ITHACA	WHCU	870	1,000
	L-WWL		
JAMESTOWN	WJTN	1240	250
KINGSTON	WKNY	1490	250
MIDDLETOWN	WALL	1340	250
NEWBURGH	WGNY	1220	1,000-D
NEW YORK	WABC	880	50,000
	WBNX	1380	5,000
	ST-WAWZ		
	WEAF	660	50,000
	WEVD	1330	5,000
	ST-WBBR, WHAZ		
	WHN	1050	50,000
	WINS	1000	1,000 CP-50,000-U
	L-WCFL		
	WJZ	770	50,000
	WMCA	570	5,000
	WNEW	1030	10,000
	*WNYC	830	1,000
	L-WCCO		
	WOR	710	50,000
	WOV	1280	5,000
	ST-WHBI		
	WQXR	1560	5,000 SA-10,000 CP-10,000
	WWRL	1600	250 CP-5,000
	(Woodside)		
NIAGARA FALLS	WHLD	1290	1,000-D
OGDENBURG	WSLB	1400	250
OLEAN	WHDL	1450	250
PLATTSBURG	WMFF	1340	250
POUGHKEEPSIE	WKIP	1450	250
ROCHESTER	WHAM	1180	50,000
	WHEC	1460	1,000-LS 500-N
	WSAY	1240	250 CP-1,000
	CP-1370		
SARANAC LAKE	WNBZ	1320	100-D
SCHENECTADY	WGY	810	50,000
	WSNY	1240	250
SYRACUSE	WAGE	620	1,000
	WFBL	1390	5,000
	WOLF	1490	250
	WSYR	570	5,000
TROY	WHAZ	1330	1,000
	ST-WBBR, WEVD		
	WTRY	980	1,000
UTICA	WIBX	1230	250
WATERTOWN	WATN	1240	250
	WWNY	1300	500-D CP-1,000-U
	CP-790		
WHITE PLAINS	WFAS	1240	250

† WFAS operates simultaneously with WBRB, Red Bank, N. J., and shares time with WGBB., Freeport, N. Y.

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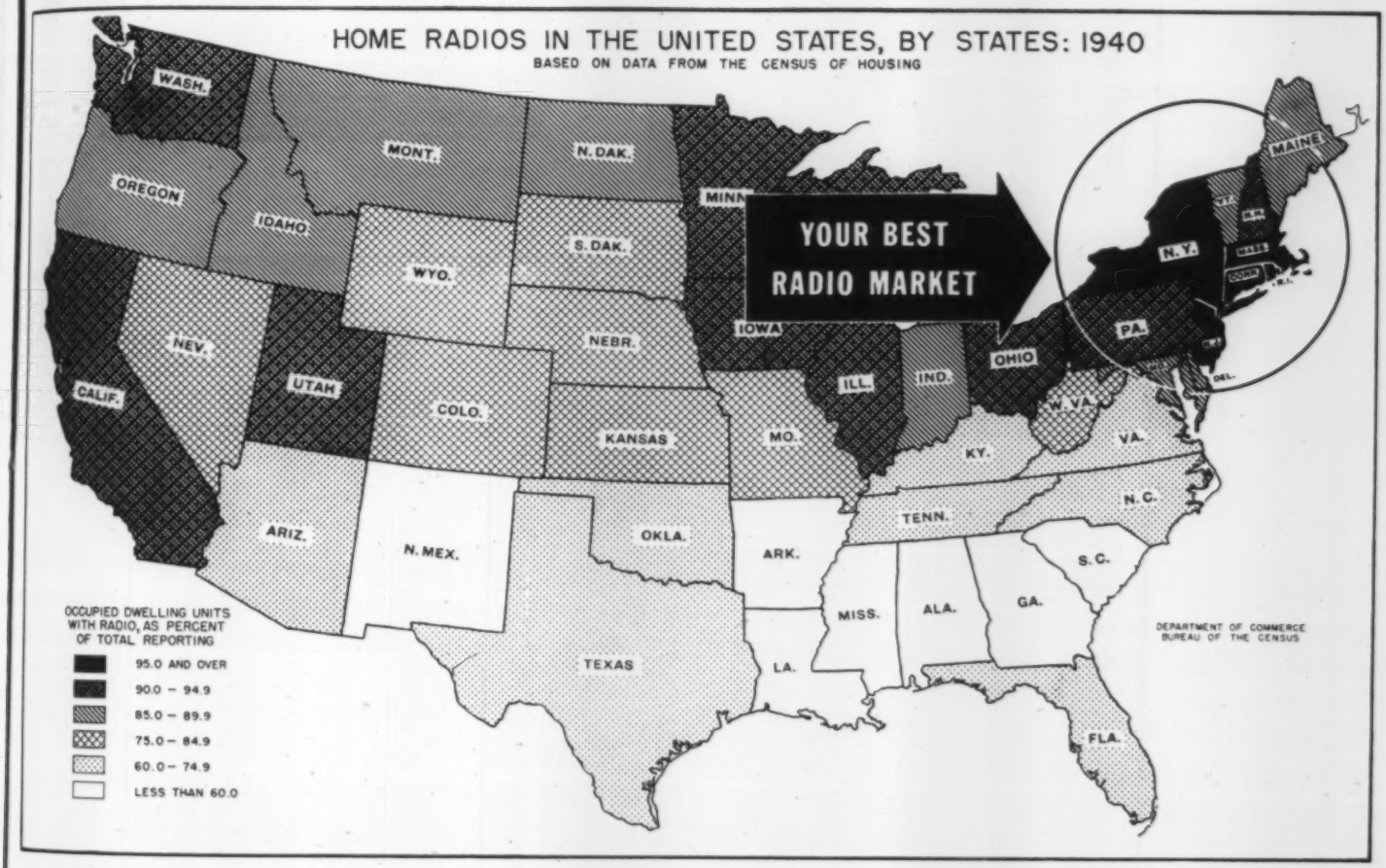


Five leading states with 22% of nation's total radio families reached by America's most powerful independent station

● Official government census figures now show why **WHN** is today's best buy in broadcasting. New York, New Jersey, Connecticut, Rhode Island and Massachusetts lead the nation in set ownership, with *over 95% of homes radio-equipped.* Today, when every advertising dollar must do the work of two, invest in the station that strikes most economically at the most buying power.

50,000 WATTS • 1050 CLEAR CHANNEL

CHICAGO OFFICE: 360 NORTH MICHIGAN AVENUE

WHN

NORTH CAROLINA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Alamance	13,024	76.0	9,891	3,855	87.5	3,374	5,630	79.1	4,451	3,539	58.4	2,066
Alexander	2,890	56.5	1,633	....	....	....	822	69.7	573	2,068	51.2	1,060
Alleghany	1,988	44.2	878	....	....	....	321	53.9	173	1,667	42.3	705
Anson	5,977	47.5	2,842	880	70.3	619	1,497	60.2	901	3,600	36.7	1,322
Ashe	4,868	47.4	2,308	....	....	....	590	58.9	353	4,278	45.7	1,955
Avery	2,764	47.2	1,306	....	....	....	894	54.5	487	1,870	43.8	819
Beaufort	8,154	47.8	3,899	2,089	62.5	1,306	2,034	45.8	931	4,031	41.2	1,662
Bertie	5,353	43.8	2,349	....	....	....	1,695	56.4	956	3,658	38.1	1,393
Bladen	5,621	43.0	2,418	....	....	....	1,601	55.9	895	4,020	37.9	1,523
Brunswick	3,673	39.7	1,460	....	....	....	1,768	46.4	821	1,905	33.6	639
Buncombe	26,375	74.3	19,593	13,290	81.8	10,869	7,240	71.2	5,151	5,845	61.1	3,573
Burke	7,783	68.7	5,340	2,409	83.5	2,012	2,918	70.0	2,042	2,456	52.4	1,286
Cabarrus	13,176	80.0	10,537	3,783	84.9	3,211	6,642	86.3	5,730	2,751	58.0	1,596
Caldwell	7,617	64.2	4,890	1,809	76.0	1,374	2,773	67.3	1,865	3,935	54.4	1,651
Camden	1,271	52.9	672	....	....	....	512	52.9	271	759	52.8	401
Carteret	4,261	55.5	2,366	1,717	63.1	1,084	1,670	50.3	841	874	50.5	441
Caswell	3,916	46.7	1,831	....	....	....	627	65.2	409	3,289	43.2	1,422
Catawba	11,709	76.6	8,982	4,606	84.0	3,867	3,636	82.0	2,982	3,467	61.5	2,133
Chatham	5,368	55.7	3,000	....	....	....	1,903	69.3	1,320	3,465	48.5	1,680
Cherokee	4,021	49.0	1,970	....	....	....	1,638	64.3	1,054	2,383	38.4	916
Chowan	2,539	48.4	1,229	967	64.9	628	57	46.4	26	1,515	37.9	575
Clay	1,401	38.4	537	....	....	....	232	52.4	122	1,169	35.5	415
Cleveland	12,474	65.7	8,200	4,862	75.8	3,686	1,990	78.9	1,570	5,622	52.4	2,944
Columbus	9,798	45.8	4,500	717	76.2	547	2,363	44.5	1,051	6,718	43.2	2,902
Craven	7,367	50.2	3,702	3,147	59.4	1,868	1,664	45.3	754	2,556	42.3	1,080
Cumberland	11,960	52.6	6,299	4,174	62.9	2,625	3,860	58.6	2,262	3,926	36.0	1,412
Currituck	1,663	43.5	724	....	....	....	686	42.0	288	977	44.6	436
Dare	1,454	64.5	938	....	....	....	1,394	64.8	903	60	58.6	35
Davidson	12,029	75.3	9,057	4,995	81.0	4,046	2,971	77.3	2,297	4,063	66.8	2,714
Davie	3,320	63.1	2,100	....	....	....	1,260	76.1	959	2,060	55.4	1,141
Duplin	8,683	43.9	3,815	....	....	....	2,276	54.1	1,231	6,407	40.3	2,584
Durham	19,898	76.7	15,275	15,277	80.4	12,284	2,706	76.9	2,080	1,915	47.6	911
Edgecomb	10,333	55.1	5,696	4,621	75.3	3,480	1,048	48.6	510	4,664	36.6	1,706
Forsyth	30,800	75.8	23,338	20,177	76.1	15,347	6,815	80.6	5,495	3,808	65.6	2,496
Franklin	6,522	43.5	2,838	....	....	....	1,972	55.3	1,090	4,550	38.4	1,748
Gaston	19,529	77.0	15,029	7,631	81.2	6,196	9,125	80.3	7,323	2,773	54.5	1,510
Gates	2,124	41.0	871	....	....	....	492	48.0	236	1,632	38.9	635
Graham	1,316	41.7	548	....	....	....	500	44.7	223	816	39.9	325
Granville	6,189	45.5	2,841	953	78.4	747	1,116	58.5	653	4,120	35.0	1,441
Green	3,556	58.6	2 086	....	....	....	453	70.2	318	3,103	57.0	1,768
Guilford	36,842	80.2	29,540	24,224	83.5	20,219	7,159	80.9	5,791	5,459	64.7	3,530
Halifax	11,446	44.7	5,100	2,623	76.8	2,013	3,504	47.7	1,672	5,319	26.6	1,415
Harnett	9,205	56.1	5,177	1,284	69.8	896	2,384	68.4	1,630	5,537	47.9	2,651
Haywood	7,651	59.9	4,574	1,974	84.3	1,664	2,553	58.4	1,491	3,124	45.4	1,419
Henderson	6,363	67.0	4,268	1,466	77.6	1,138	2,271	71.4	1,622	2,626	57.4	1,508
Hertford	4,024	48.0	1,942	....	....	....	1,595	63.5	1,013	2,429	38.3	929
Hoke	2,900	45.2	1,306	....	....	....	717	63.1	452	2,183	39.1	854
Hyde	1,720	39.7	683	....	....	....	669	43.1	289	1,051	37.5	394
Iredell	11,438	68.4	7,817	4,517	79.9	3,610	2,266	70.9	1,606	4,655	55.9	2,601
Jackson	4,008	42.9	1,721	....	....	....	1,217	55.0	670	2,791	37.7	1,051
Johnston	13,813	52.4	7,235	924	69.2	640	3,582	58.6	2,098	9,307	48.3	4,497
Jones	2,185	42.4	924	....	....	....	585	47.3	276	1,600	40.5	648
Lee	4,148	68.5	2,836	1,217	83.9	1,021	971	63.5	617	1,960	61.1	1,198
Lenoir	8,860	61.2	5,411	3,698	70.6	2,611	936	62.0	581	4,226	52.5	2,219
Lincoln	5,190	67.3	3,494	1,119	78.8	882	1,402	72.0	1,010	2,669	60.0	1,602
McDowell	5,015	59.9	2,996	713	89.2	636	2,978	60.6	1,804	1,324	42.0	556
Macon	3,489	43.0	1,498	....	....	....	1,148	51.0	585	2,341	39.0	913
Madison	4,846	43.8	2,120	....	....	....	880	63.9	562	3,966	39.3	1,558
Martin	5,144	43.8	2,259	940	52.3	492	1,065	56.4	601	3,139	37.1	1,166
Mecklenburg	36,320	76.5	27,785	24,966	79.3	19,794	6,764	82.0	5,548	4,590	53.2	2,443
Mitchell	3,392	58.5	1,984	....	....	....	1,116	67.5	754	2,276	54.0	1,230
Montgomery	3,593	55.7	2,002	....	....	....	1,933	64.4	1,245	1,660	45.6	757
Moore	6,719	56.8	3,816	876	70.0	614	3,042	61.3	1,863	2,801	47.8	1,339
Nash	11,780	54.4	6,394	3,287	72.0	2,367	2,136	60.5	1,292	6,357	43.0	2,735
New Hanover	12,054	68.3	8,230	8,577	68.5	5,874	2,886	68.9	1,989	591	62.1	367
Northampton	5,622	36.3	2,045	....	....	....	1,808	51.1	925	3,814	29.4	1,120
Onslow	3,777	41.7	1,579	....	....	....	1,060	51.1	541	2,717	38.2	1,038
Orange	5,239	66.3	3,474	975	92.9	905	1,876	71.7	1,345	2,388	51.3	1,224
Pamlico	2,170	39.4	856	....	....	....	1,306	36.3	474	864	44.2	382
Pasquotank	4,867	63.8	3,107	2,901	72.5	2,104	777	58.8	457	1,189	45.9	546
Pender	3,754	39.6	1,487	....	....	....	1,438	38.4	552	2,316	40.4	935
Perquimans	2,269	45.4	1,030	....	....	....	770	50.6	390	1,499	42.7	640
Person	5,113	52.7	2,697	1,078	74.3	801	726	70.9	515	3,309	41.7	1,381
Pitt	12,733	54.8	6,977	3,825	70.8	2,710	2,056	59.7	1,227	6,852	44.4	3,040
Polk	2,679	57.9	1,548	....	....	....	1,231	72.6	893	1,448	45.3	655
Randolph	10,318	68.4	7,042	1,764	82.1	1,449	3,843	76.7	2,948	4,711	56.1	2,645
Richmond	8,094	59.7	4,832	2,256	72.1	1,626	3,483	66.2	2,304	2,355	38.3	902
Robeson	15,741	44.7	7,062	1,430	72.5	1,037	4,833	54.5	2,636	9,478	35.8	3,389
Rockingham	12,923	70.3	9,072	2,558	77.1	1,972	5,768	75.3	4,341	4,597	60.0	2,759
Rowan	16,336	79.8	13,032	5,765	85.7	4,941	6,890	83.0	5,715	3,681	64.6	2,376
Rutherford	9,981	65.0	6,476	2,081	76.6	1,594	3,419	74.0	2,530	4,481	52.5	2,352
Sampson	9,766	44.8	4,377	919	66.4	610	1,346	49.4	665	7,501	41.4	3,102
Scotland	4,917	45.9	2,223	1,462	60.7	887	1,012	63.1	639	2,443	28.5	697
Stanly	7,575	74.2	5,611	1,030	91.4	942	3,966	79.9	3,169	2,579	58.2	1,500
Stokes	4,838	55.7	2,694	....	....	....	680	72.4	492	4,158	53.0	2,202
Surry	9,190	62.6	5,744	2,088	85.7	1,789	2,471	67.0	1,655	4,631	49.7	2,300
Swain	2,505	38.5	967	....	....	....	807	56.2	454	1,698	30.2	513
Transylvania	2,663	62.9	1,673	712	82.3	586	621	64.2	399	1,330	51.7	688
Tyrrell	1,210	48.6	588	....	....	....	432	49.3	213	778	48.2	375
Union	8,508	61.0	5,200	1,654	68.3	1,130	1,297	74.2	963	5,557	55.9	3,107
Vance	6,394	53.5	3,422	1,834	70.8	1,298	1,828	65.7	1,200	2,732	33.8	924
Wake	24,330	70.0	17,024	10,557	86.1	9,091	6,569	69.2	4,546	7,204	47.0	3,387
Warren	4,532	32.7	1,488	....	....	....	1,523	51.1	778	3,009	23.6	710
Washington	2,604	47.2	1,228	....	....	....	1,419	51.0	724	1,185	42.5	504
Watauga	3,846	53.3	2,055	....	....	....	1,021	73.3	749	2,825	46.2	1,306
Wayne	12,019	57.7	6,937	4,864	67.1	3,266	1,447	63.5	918	5,708	48.2	2,753
Wilkes	9,049	46.9	4,249	998	77.4	773	1,775	63.7	1,131	6,276	37.4	2,345
Wilson	11,061	58.2	6,449	4,802	67.4	3,234	1,283	59.0	756	4,976	49.4	2,459
Yadkin	4,542	59.2	2,698	....	....	....	1,230	69.0	848	3,312	55.7	1,845
Yancey	3,585	42.3	1,515	....	....	....	542	52.7	285	3,043	40.0	1,230
State Total	789,659	61.8	487,353	229,917	77.7	186,386	217,708	67.6	147,035	332,039	46.4	153,932

Cities of 25,000 Or More Population

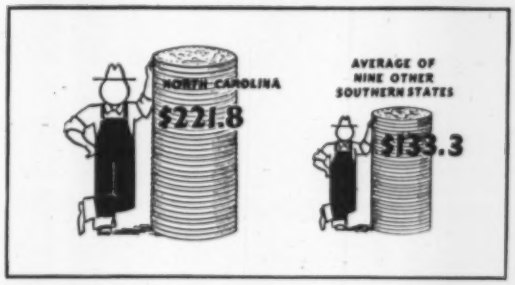
City	Units	% Radio	Radio Units
Asheville	13,290	81.8	10,869
Charlotte	24,966	79.3	19,794
Durham	15,277	80.4	12,284
Greensboro	14,598	87.1	12,720
High Point	9,626	78.0	7,505
Raleigh	10,557	86.1	9,091
Rocky Mount	6,230	76.3	4,752
Wilmington	8,577	68.5	5,874
Winston-Salem	20,177	76.1	15,347

Broadcasting Stations

City	Call Letters	Freq. in Kc.	Power in Watts
ASHEVILLE	WISE	1230	250
	WWNC	570	1,000 CP-5,000
BURLINGTON	WBBB	920	1,000-D
CHARLOTTE	WAYS	610	1,000
	WBT	1110	50,000
	WSOC	1240	250
CONCORD (Construction Permit)	WEGO	1410	1,000-D
DURHAM	WDNC	1490	250
ELIZABETH CITY	WCNC	1400	250
FAYETTEVILLE	WFNC	1450	250
GASTONIA	WGNC	1450	250
GOLDSBORO	WGBR	1400	250
GREENSBORO	WBIG	1470	5,000
	WGBG	980	1,000-D
GREENVILLE	WGTC	1490	250
HICKORY	WHKY	1400	250 CP-5,000-LS
		CP-1290	CP-1,000-N
HIGH POINT	WMFR	1230	250
KINSTON	WFTC	1230	250
NEW BERN	WHIT	1450	250
RALEIGH	WPTF	680	50,000
	WRAL	1240	250
ROANOKE RAPIDS	WCBT	1230	250
ROCKY MOUNT	WEED	1450	250
SALISBURY	WSTP	1490	250
WASHINGTON	WRRF	930	1,000-D
WILMINGTON	WMFD	1400	250
WILSON	WGTM	1340	250
WINSTON-SALEM	WAIR	1340	250
	WSJS	600	250 CP-5,000

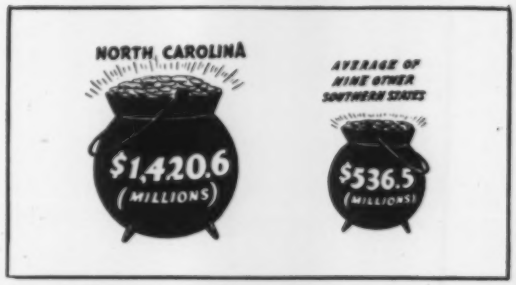
NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE



CASH INCOME AND GOV'T. PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF

with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	1,149	87.7	1,008	....	....	....	499	88.5	442	650	87.1	566
Barnes	4,446	91.0	4,044	1,642	93.7	1,538	896	88.5	793	1,908	89.8	1,713
Benson	2,828	88.5	2,504	....	....	....	1,257	84.6	1,063	1,571	91.7	1,441
Billings	562	75.9	427	....	....	....	98	77.3	76	464	75.7	351
Bottineau	3,351	87.3	2,926	....	....	....	1,365	84.8	1,158	1,986	89.0	1,768
Bowman	1,033	81.9	845	....	....	....	465	80.7	375	568	82.8	470
Burke	1,989	88.7	1,764	....	....	....	905	89.5	810	1,084	88.0	954
Burleigh	5,472	92.3	5,051	3,907	94.6	3,697	375	85.5	321	1,190	86.8	1,033
Cass	13,222	94.8	12,538	8,618	95.7	8,247	2,032	91.6	1,860	2,572	94.5	2,431
Cavalier	3,118	87.2	2,720	....	....	....	1,141	87.8	1,002	1,977	86.9	1,718
Dickey	2,375	87.6	2,080	....	....	....	1,175	87.0	1,022	1,200	88.2	1,058
Divide	1,878	90.1	1,691	....	....	....	730	87.8	641	1,148	91.5	1,050
Dunn	1,814	79.7	1,445	....	....	....	508	82.7	420	1,306	78.5	1,025
Eddy	1,363	91.5	1,247	....	....	....	671	92.8	623	692	90.2	624
Emmons	2,268	80.0	1,814	....	....	....	915	76.6	701	1,353	82.2	1,113
Foster	1,394	89.9	1,254	....	....	....	770	88.8	684	624	91.3	570
Golden Valley	896	87.5	784	....	....	....	419	88.0	369	477	87.1	415
Grand Forks	8,616	93.1	8,018	5,313	94.9	5,041	1,144	87.1	996	2,159	91.7	1,981
Grant	1,802	76.7	1,382	....	....	....	573	77.2	442	1,229	76.5	940
Griggs	1,410	88.6	1,250	....	....	....	563	89.2	502	847	88.3	748
Hettinger	1,622	83.1	1,348	....	....	....	655	84.8	556	967	81.9	792
Kidder	1,507	85.5	1,289	....	....	....	560	83.9	470	947	86.5	819
LaMoure	2,388	87.9	2,098	....	....	....	1,060	85.5	906	1,328	89.7	1,192
Logan	1,574	80.3	1,264	....	....	....	585	76.5	447	989	82.6	817
McHenry	3,355	85.6	2,873	....	....	....	1,451	84.9	1,232	1,904	86.2	1,641
McIntosh	1,995	78.1	1,559	....	....	....	959	75.2	721	1,036	80.9	838
McKenzie	2,179	84.3	1,837	....	....	....	644	84.0	541	1,535	84.5	1,296
McLean	3,806	83.5	3,179	....	....	....	1,520	82.6	1,256	2,286	84.1	1,923
Mercer	2,075	78.1	1,620	....	....	....	1,009	79.5	802	1,066	76.7	818
Morton	4,482	89.3	3,994	1,593	94.7	1,508	1,126	82.0	923	1,763	88.7	1,563
Mountrail	2,679	86.6	2,320	....	....	....	1,073	87.3	937	1,606	86.1	1,383
Nelson	2,185	90.3	1,972	....	....	....	959	90.9	871	1,226	89.8	1,101
Oliver	824	85.7	706	....	....	....	181	87.1	158	643	85.3	548
Pembina	3,625	89.3	3,236	....	....	....	1,782	85.8	1,530	1,843	92.5	1,706
Pierce	1,993	86.1	1,716	....	....	....	862	83.2	717	1,131	88.3	999
Ramsey	3,714	93.1	3,458	1,544	94.2	1,455	752	88.6	666	1,418	94.3	1,337
Ransom	2,449	90.9	2,227	....	....	....	1,200	90.7	1,089	1,249	91.1	1,138
Renville	1,461	91.5	1,337	....	....	....	538	91.5	492	923	91.6	845
Richland	4,867	91.5	4,452	982	95.7	940	1,458	88.6	1,292	2,427	91.5	2,220
Rolette	2,663	71.3	1,898	....	....	....	900	84.4	763	1,763	64.4	1,135
Sargent	2,120	88.1	1,869	....	....	....	881	85.2	751	1,239	90.2	1,118
Sheridan	1,484	86.6	1,285	....	....	....	507	80.9	410	977	89.6	875
Sioux	942	71.2	671	....	....	....	484	71.2	345	458	71.3	326
Slope	746	84.5	630	....	....	....	225	92.3	208	521	81.1	422
Stark	3,396	86.2	2,927	1,485	89.5	1,329	649	77.3	502	1,262	86.9	1,096
Steele	1,425	87.7	1,249	....	....	....	470	85.8	403	955	88.6	846
Stutsman	5,166	90.5	4,677	2,245	94.8	2,129	889	83.3	741	2,032	88.9	1,807
Towner	1,755	90.3	1,583	....	....	....	776	88.2	684	979	91.8	899
Traill	2,897	91.2	2,642	....	....	....	1,442	89.9	1,278	1,475	92.5	1,364
Walsh	4,555	88.1	4,015	762	95.9	731	1,267	83.9	1,063	2,526	87.9	2,221
Ward	8,139	91.8	7,471	4,393	95.2	4,181	1,485	87.1	1,293	2,261	88.3	1,997
Wells	2,682	91.1	2 442	....	....	....	1,248	90.1	1,124	1,434	91 9	1,318
Williams	4,307	88.3	3,801	1,585	91.4	1,449	946	87.1	824	1,776	86.0	1,528
State Total	152,043	88.4	134,437	34,069	94.6	32,245	47,024	85.	740,295	70,950	87.2	61,897

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Fargo	8,618	95.7	8,247

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
BISMARCK	KFYR 550	5,000
DEVILS LAKE	KDLR 1240	250
FARGO	WDAY 970	5,000
GRAND FORKS	*KFJM 1440 SH-KILO	1,000-LS 500-N
	KILO 1440 SH-KFJM	1,000-LS 500-N
JAMESTOWN	KSJB 600	250-LS 100-N
MANDAN	KGCU 1270	250
MINOT	KLPM 1390	1,000
VALLEY CITY	KOVC 1490	250

The Answer to Your Problems in the Northwest

In 1940, the 280,382 family units within KFYR's .5 M/V contour, spent $64,724,000 on food ALONE according to the last census. The last two years have brought tremendous increases to the income of this lush Northwest. By any standard, KFYR leads all other stations put together in holding the attention of the folks in this area. KFYR's extravagant market is a **must** for the sales-wise advertiser.

ASK ANY JOHN BLAIR MAN

KFYR *Bismarck*
550 Kilocycles · N. Dak. · 5000 Watts

Y'EVER HEAR THE ONE ABOUT THE TRAVELING SOAP SALESMAN WHO STOPPED AT A FARM IN THE RED RIVER VALLEY AND ASKED FOR A PLACE TO SLEEP? THE FARMER PUT HIM IN THE DAUGHTER'S BEDROOM. HE NOTICED THERE WERE NO COVERS FOR THE BED AND SAID OUT LOUD TO HIMSELF: "WHERE ARE THE COVERS?" HE FOUND THEM IN THE CLOSET—AND HAD JUST GOTTEN INTO BED WHEN HE HEARD A CAUTIOUS KNOCK ON THE BEDROOM DOOR.

SO-O-O-O-

(CONTINUED ON PAGE 57.)

WDAY

5000 WATTS—N. B. C. AND BLUE

AFFILIATED WITH THE FARGO FORUM

FARGO, N. D.

FREE & PETERS, INC., EXCLUSIVE NAT'L REPRESENTATIVES

OHIO

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	5,883	68.2	4,013	....	....	....	2,707	76.9	2,083	3,176	60.8	1,930
Allen	20,255	93.7	18,991	13,667	96.0	13,116	3,499	92.1	3,222	3,089	85.9	2,653
Ashland	8,673	90.2	7,826	3,855	96.1	3,705	2,161	88.8	1,919	2,657	82.9	2,202
Ashtabula	19,573	91.2	17,852	10,095	95.6	9,655	4,554	92.0	4,189	4,924	81.4	4,008
Athens	12,251	81.8	10,042	4,909	92.5	4,539	4,695	76.3	3,582	2,647	72.6	1,921
Auglaize	7,931	90.8	7,200	3,214	93.8	3,014	2,084	89.8	1,871	2,633	87.9	2,315
Belmont	25,046	85.6	21,436	12,335	91.6	11,304	8,973	82.2	7,372	3,738	73.8	2,760
Brown	6,256	75.1	4,694	....	....	....	2,820	80.7	2,276	3,436	70.4	2,418
Butler	32,496	92.3	29,979	23,400	93.5	21,875	5,757	89.7	5,163	3,339	88.1	2,941
Carroll	4,726	83.1	3,928	1,208	94.9	1,146	1,391	82.2	1,144	2,127	77.0	1,638
Champaign	7,263	88.4	6,422	2,415	92.9	2,244	2,289	85.9	1,966	2,559	86.5	2,212
Clark	26,653	93.0	24,780	20,093	93.6	18,814	3,752	91.4	3,428	2,808	90.4	2,538
Clermont	9,732	83.4	8,114	....	....	....	6,004	86.3	5,181	3,728	78.7	2,933
Clinton	6,824	86.8	5,924	1,877	95.1	1,786	2,417	84.3	2,037	2,530	83.1	2,101
Columbiana	24,435	90.4	22,082	15,204	94.5	14,371	5,071	86.4	4,384	4,160	80.0	3,327
Coshocton	8,720	84.6	7,381	3,459	94.1	3,255	2,351	82.6	1,942	2,910	75.0	2,184
Crawford	10,386	91.9	9,548	6,965	94.9	6,611	1,028	84.7	871	2,393	86.3	2,066
Cuyahoga	336,519	96.2	323,878	328,004	96.3	315,713	6,688	96.4	6,446	1,827	94.1	1,719
Darke	11,145	86.7	9,663	2,416	94.0	2,270	3,532	88.1	3,113	5,197	82.4	4,280
Defiance	6,860	88.9	6,101	3,617	94.9	3,432	655	86.5	566	2,588	81.3	2,103
Delaware	7,586	87.9	6,665	2,739	92.8	2,542	1,685	85.5	1,440	3,162	84.9	2,683
Erie	12,042	93.3	11,239	7,146	96.0	6,857	3,005	89.7	2,696	1,891	89.2	1,686
Fairfield	13,274	88.2	11,712	6,243	94.2	5,879	3,539	84.7	2,998	3,492	81.2	2,835
Fayette	6,066	82.6	5,013	2,733	86.9	2,375	993	75.1	746	2,340	80.8	1,892
Franklin	105,742	95.1	100,569	90,418	95.6	86,441	11,360	92.4	10,492	3,964	91.7	3,636
Fulton	6,801	88.0	5,983	979	93.7	917	2,607	90.6	2,362	3,215	84.1	2,704
Gallia	6,051	68.3	4,144	1,617	87.5	1,415	1,399	66.9	936	3,035	59.1	1,793
Geauga	5,193	83.2	4,318	....	....	....	2,438	89.6	2,183	2,755	77.5	2,135
Greene	9,661	87.8	8,481	3,610	89.2	3,221	3,338	88.1	2,942	2,713	85.4	2,318
Guernsey	11,055	82.6	9,156	4,368	92.6	4,045	3,679	80.3	2,954	3,008	71.7	2,157
Hamilton	181,342	93.7	169,927	161,094	94.0	151,357	16,727	92.4	15,459	3,521	88.4	3,111
Hancock	11,950	92.5	11,057	6,746	95.7	6,458	1,768	89.5	1,582	3,436	87.8	3,017
Hardin	7,966	86.7	6,906	2,349	92.8	179	2,696	85.4	2,303	2,921	83.0	2,424
Harrison	5,545	81.7	4,533	843	90.7	764	2,769	85.2	2,360	1,933	72.9	1,409
Henry	6,320	88.9	5,621	1,477	95.5	1,411	1,822	90.1	1,641	3,021	85.1	2,569
Highland	8,014	82.0	6,572	2,742	90.5	2,481	1,908	76.9	1,468	3,364	78.0	2,623
Hocking	5,729	78.3	4,486	1,827	92.8	1,696	2,060	77.0	1,586	1,842	65.4	1,204
Holmes	4,532	67.5	3,063	....	....	....	1,991	83.8	1,668	2,541	54.9	1,395
Huron	9,920	91.4	9,069	4,696	95.8	4,500	2,271	89.6	2,034	2,953	85.8	2,535
Jackson	7,079	78.6	5,562	3,410	87.8	2,994	1,905	71.9	1,370	1,764	67.9	1,198
Jefferson	24,565	88.5	21,742	12,693	93.0	11,806	9,593	86.4	8,285	2,279	72.5	1,651
Knox	9,153	88.3	8,087	3,084	96.0	2,960	2,971	88.6	2,632	3,098	80.5	2,495
Lake	13,774	95.9	13,217	6,528	96.6	6,308	5,268	96.5	5,084	1,978	92.3	1,825
Lawrence	11,430	76.1	8,699	4,253	90.7	3,859	3,749	72.2	2,705	3,428	62.3	2,135
Licking	18,346	89.5	16,420	9,460	93.5	8,845	4,480	88.1	3,946	4,406	82.4	3,629
Logan	8,767	88.8	7,785	2,936	96.3	2,828	3,018	87.5	2,640	2,813	82.4	2,317
Lorain	30,228	94.3	28,497	21,478	95.5	20,517	4,876	92.8	4,524	3,874	89.2	3,456
Lucas	96,079	95.9	92,162	80,557	96.4	77,692	12,597	94.3	11,884	2,925	88.4	2,586
Madison	5,451	81.0	4,414	1,363	88.7	1,209	1,764	83.7	1,477	2,324	74.4	1,728
Mahoning	59,065	92.7	54,759	48,041	93.0	44,679	8,115	93.2	7,562	2,909	86.6	2,518
Marion	12,761	92.2	11,769	8,744	94.3	8,247	1,644	89.5	1,471	2,373	86.4	2,051
Medina	9,307	92.3	8,597	3,233	96.8	3,129	2,505	91.2	2,286	3,569	89.2	3,182
Meigs	6,708	74.9	5,019	2,041	86.9	1,774	1,846	75.4	1,391	2,821	65.7	1,854
Mercer	6,658	89.0	5,927	1,408	95.5	1,344	2,163	90.4	1,956	3,087	85.1	2,627
Miami	15,047	94.0	14,148	8,468	96.8	8,197	3,366	91.4	3,075	3,213	89.5	2,876
Monroe	4,915	67.8	3,333	....	....	....	2,021	74.2	1,500	2,894	63.3	1,833
Montgomery	82,139	95.1	78,076	63,626	95.4	60,712	13,765	95.2	13,109	4,748	89.6	4,255
Morgan	3,973	76.0	3,020	....	....	....	1,695	83.9	1,422	2,278	70.1	1,598
Morrow	4,571	83.7	3,824	....	....	....	2,039	86.2	1,757	2,532	81.6	2,067
Muskingham	19,845	89.0	17,656	10,962	92.5	10,143	5,088	88.4	4,499	3,795	79.4	3,014
Noble	4,017	68.7	2,760	....	....	....	1,660	75.3	1,250	2,357	64.1	1,510
Ottawa	6,886	91.0	6,264	1,357	96.8	1,313	3,371	92.0	3,102	2,158	85.7	1,849
Paulding	4,384	84.9	3,723	....	....	....	2,314	86.6	2,005	2,070	83.0	1,718
Perry	8,357	82.4	6,884	1,951	94.8	1,849	3,990	81.9	3,266	2,416	73.2	1,769
Pickaway	6,960	80.8	5,622	2,346	87.9	2,063	1,859	76.3	1,418	2,755	77.7	2,141
Pike	3,919	62.2	2,437	....	....	....	1,820	66.4	1,209	2,099	58.5	1,228
Portage	12,798	90.2	11,545	4,872	95.9	4,674	3,977	89.2	3,547	3,949	84.2	3,324
Preble	6,764	86.6	5,858	1,193	90.6	1,080	2,523	88.5	2,233	3,048	83.5	2,545
Putnam	6,493	88.9	5,775	....	....	....	3,259	90.5	2,950	3,234	87.3	2,825
Richland	20,050	92.6	18,570	12,707	95.9	12,188	4,077	89.7	3,658	3,266	83.4	2,724
Ross	13,095	80.2	10,516	5,755	93.0	5,355	3,356	74.8	2,509	3,984	66.6	2,652
Sandusky	11,691	92.3	10,791	6,176	95.3	5,885	2,557	92.1	2,356	2,958	86.2	2,550
Scioto	21,590	83.4	18,029	12,325	90.7	11,184	5,594	77.8	4,351	3,671	67.9	2,494
Seneca	13,205	91.2	12,047	7,756	95.1	7,373	2,120	87.1	1,847	3,329	84.9	2,827
Shelby	7,009	91.3	6,400	2,867	96.0	2,753	1,598	87.3	1,395	2,544	88.5	2,252
Stark	62,183	93.6	58,199	45,419	94.7	43,022	11,548	93.4	10,788	5,216	84.1	4,389
Summit	91,561	95.9	87,816	79,377	96.3	76,478	9,073	93.7	8,498	3,111	91.3	2,840
Trumbull	33,752	92.2	31,127	19,646	95.1	18,690	9,684	89.7	8,686	4,422	84.8	3,751
Tuscarawas	18,925	88.4	16,733	10,750	93.7	10,071	5,079	86.3	4,385	3,096	73.6	2,277
Union	5,757	87.8	5,056	1,248	95.7	1,194	1,813	85.5	1,551	2,696	85.7	2,311
Van Wert	7,667	90.7	6,956	3,569	95.6	3,412	1,281	88.0	1,128	2,817	85.8	2,416
Vinton	2,956	66.0	1,952	....	....	....	1,466	70.0	1,027	1,490	62.1	925
Warren	8,205	87.6	7,192	2,470	94.1	2,324	2,754	85.8	2,364	2,981	84.0	2,504
Washington	12,116	77.9	9,443	4,372	90.8	3,972	3,640	78.9	2,871	4,104	63.4	2,600
Wayne	13,497	86.3	11,639	5,479	95.6	5,236	3,945	85.6	3,378	4,073	74.3	3,025
Williams	7,662	90.9	6,969	2,884	96.7	2,790	1,862	91.2	1,698	2,916	85.1	2,481
Wood	14,581	91.0	13,268	4,029	94.6	3,812	5,885	91.2	5,367	4,667	87.6	4,089
Wyandot	5,439	87.3	4,747	2,055	94.7	1,946	1,108	84.1	932	2,276	82.1	1,869
State Total	1,897,796	91.7	1,739,399	1,291,248	95.1	1,227,295	338,164	87.8	296,949	268,384	80.2	215,155

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Akron	66,501	96.3	64,064
Canton	29,466	95.1	28,021
Cincinnati	135,809	93.2	126,592
Cleveland	242,267	95.3	230,980
Cleveland Heights	15,190	99.5	15,115
Columbus	83,597	95.3	79,670
Dayton	59,740	95.2	56,887
East Cleveland	12,131	99.2	12,033
Elyria	7,192	96.7	6,955
Hamilton	14,165	92.9	13,158
Lakewood	20,842	98.5	20,536
Lima	12,828	96.0	12,311
Lorain	11,325	94.8	10,733
Mansfield	10,755	95.8	10,302
Marion	8,744	94.3	8,247
Massillon	7,319	92.8	6,789
Middletown	8,340	94.1	7,847
Newark	9,460	93.5	8,845
Norwood	9,946	98.8	9,830
Portsmouth	10,865	91.2	9,909
Springfield	20,093	93.6	18,814
Steubenville	9,619	93.4	8,988
Toledo	79,341	96.5	76,529
Warren	11,249	96.3	10,835
Youngstown	41,197	93.6	38,562
Zanesville	10,962	92.5	10,143

Broadcasting Stations

City	Call Letters	Freq. in Kc.	Power in Watts
AKRON	WAKR	1590	1,000 SA-5,000-LS SA-1,000-N CP-5,000-U
	WADC	1350	5,000
	WJW	1240	250 CP-5,000 CP-850
ASHTABULA	WICA	970	1,000-D
CANTON	WHBC	1230	250
CINCINNATI	WCKY	1530	50,000
	WCPO	1230	250
	WKRC	550	5,000-LS 1,000-N
	WLW	700	50,000
	WSAI	1360	5,000
CLEVELAND	WCLE	610	500-D
	WGAR	1480	5,000-LS 1,000-N
	WHK	1420	5,000
	WTAM	1100	50,000
COLUMBUS	WBNS	1460	5,000-LS 1,000-N
	WCOL	1230	250
	WHKC	640	500
	L-KFI		
	*WOSU	820	5,000
	L-LS Dallas		
DAYTON	WHIO	1290	5,000
	WING	1410	5,000
FINDLAY	WFIN	1330	1,000-D
LIMA	WLOK	1240	250
MANSFIELD	WMAN	1400	250
MARION	WMRN	1490	250
PORTSMOUTH	WPAY	1400	250
SPRINGFIELD	WIZE	1340	250
STEUBENVILLE	WSTV	1340	250
TOLEDO	WSPD	1370	5,000
	WTOL	1230	250
WARREN	WRRN	1400	250
YOUNGSTOWN	WFMJ	1450	250
	WKBN	570	1,000-LS 500-N CP-5,000-U
ZANESVILLE	WHIZ	1240	250

YOUNGSTOWN, O.

* Figures supplied by Printer's Ink & U. S. Bureau of Census

3rd market in Ohio*
35th market of the U. S.*
Your advertising campaign is not complete without Youngstown and WFMJ

BASIC
MUTUAL NET

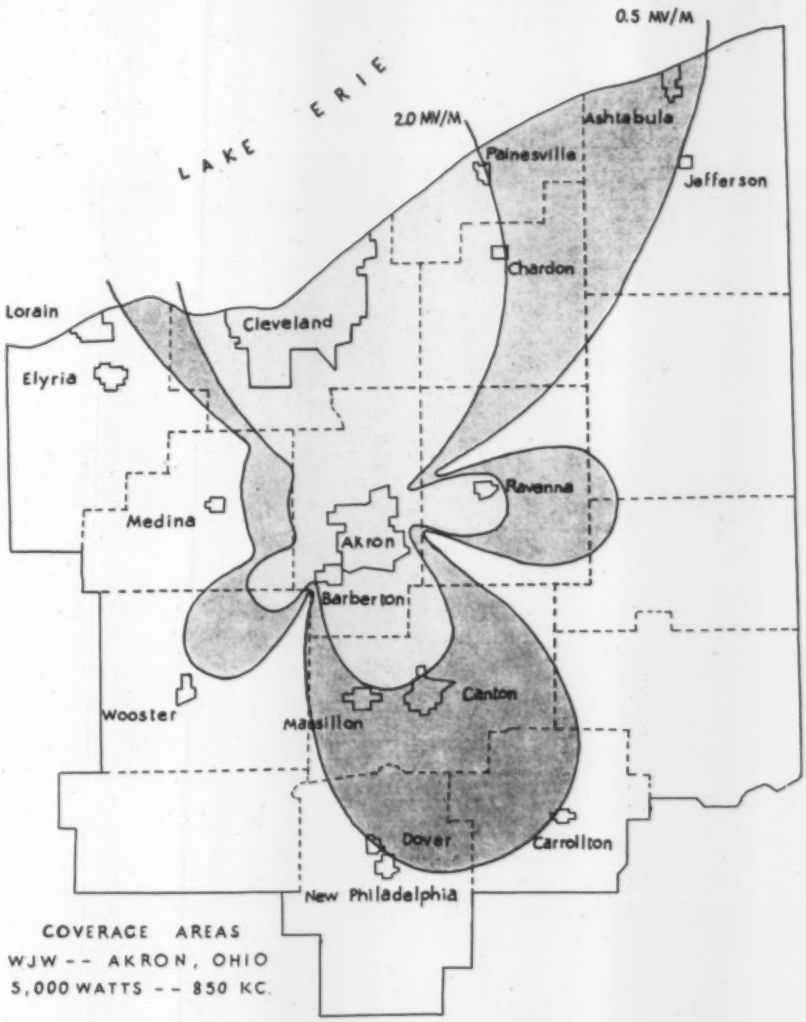
WJW

The Voice of Akron

5000 WATTS
850 KC

BILL O'NEIL, president

OHIO'S ONLY 24-HOUR STATION



AKRON'S BEST RADIO BUY

- Greatest coverage
- Lowest rates
- Most experienced staff
- Most complete merchandising service
- Two news services (INS and UP)
- Only station with local news reporting staff
- Only station originating network news commentator
- Akron's widest sports coverage

For complete information regarding WJW and the Akron-Cleveland market, contact any Headley-Reed office or write Radio Station WJW direct.

OKLAHOMA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adair	3,652	40.3	1,474	....	....	....	1,270	53.9	685	2,382	33.1	789
Alfalfa	3,962	80.2	3,180	777	82.0	637	1,083	79.8	864	2,102	79.9	1,679
Atoka	4,417	41.9	1,877	807	70.3	567	879	37.4	329	2,731	35.9	981
Beaver	2,352	68.0	1,597	....	....	....	662	72.9	481	1,690	66.0	1,116
Beckham	6,075	67.3	4,088	2,356	78.6	1,852	1,014	64.5	654	2,705	58.5	1,582
Blaine	4,847	67.4	3,266	872	67.5	588	1,239	76.3	945	2,736	63.3	1,733
Bryan	9,347	63.1	5,924	2,812	80.6	2,267	2,074	54.6	1,132	4,461	56.6	2,525
Caddo	10,483	64.8	6,797	1,604	72.5	1,163	3,086	72.3	2,230	5,793	58.8	3,404
Canadian	7,003	79.9	5,595	2,978	86.4	2,572	1,167	82.0	957	2,858	72.3	2,066
Carter	11,235	66.2	7,412	4,838	76.9	3,720	3,414	66.4	2,268	2,983	47.7	1,424
Cherokee	4,926	38.5	1,925	919	68.7	631	618	36.0	222	3,389	31.6	1,072
Choctaw	6,992	45.4	3,173	1,753	68.4	1,199	1,666	39.5	659	3,573	36.8	1,315
Cimarron	1,019	67.3	686	....	....	....	498	69.1	344	521	65.6	342
Cleveland	6,823	76.1	5,190	3,411	89.8	3,063	1,035	68.8	712	2,377	59.5	1,415
Coal	3,125	46.7	1,463	....	....	....	1,331	52.5	698	1,794	42.6	765
Comanche	9,237	69.6	6,435	5,297	77.5	4,104	1,304	58.9	769	2,636	59.3	1,562
Cotton	3,374	66.3	2,238	....	....	....	1,328	70.4	935	2,046	63.7	1,303
Craig	4,871	62.4	3,043	1,678	75.4	1,265	887	57.7	511	2,306	55.0	1,267
Creek	14,562	66.8	9,724	6,616	76.6	5,068	2,717	67.6	1,836	5,229	53.9	2,820
Custer	6,091	73.9	4,502	2,643	78.1	2,065	925	74.9	693	2,523	69.1	1,744
Delaware	4,509	46.9	2,117	....	....	....	1,184	55.6	657	3,325	43.9	1,460
Dewey	3,185	64.0	2,038	....	....	....	1,086	72.7	789	2,099	59.5	1,249
Ellis	2,382	68.6	1,631	....	....	....	931	75.0	698	1,451	64.3	933
Garfield	12,944	85.0	11,001	8,353	86.6	7,235	1,619	82.6	1,338	2,972	81.7	2,428
Garvin	7,712	55.5	4,288	1,432	75.5	1,082	2,348	61.7	1,449	3,932	44.7	1,757
Grady	10,757	66.1	7,097	4,078	79.3	3,235	1,913	64.2	1,228	4,766	55.3	2,634
Grant	3,815	83.8	3,199	....	....	....	1,479	85.6	1,266	2,336	82.7	1,933
Greer	3,776	67.9	2,569	1,286	71.3	917	556	74.2	413	1,934	64.1	1,239
Harmon	2,572	69.9	1,801	778	78.8	613	204	80.4	164	1,590	64.4	1,024
Harper	1,744	67.2	1,171	....	....	....	789	73.9	583	955	61.6	588
Haskell	3,974	51.4	2,043	....	....	....	1,611	58.5	943	2,363	46.5	1,100
Hughes	7,005	60.6	4,243	1,811	79.4	1,438	1,889	60.8	1,148	3,305	50.1	1,657
Jackson	6,159	70.7	4,355	2,414	77.9	1,880	1,151	71.0	817	2,594	63.9	1,658
Jefferson	3,837	59.9	2,298	....	....	....	1,864	63.6	1,185	1,973	56.4	1,113
Johnston	3,878	49.2	1,908	....	....	....	1,565	57.1	894	2,313	43.9	1,014
Kay	13,218	82.8	10,945	8,238	87.9	7,238	2,113	75.2	1,589	2,867	73.9	2,118
Kingfisher	4,220	75.5	3,191	981	78.9	774	759	77.8	591	2,480	73.6	1,826
Kiowa	6,191	70.3	4,350	1,538	80.4	1,236	1,682	67.2	1,130	2,971	66.8	1,984
Latimer	2,981	46.6	1,391	....	....	....	1,640	50.7	831	1,341	41.8	560
LeFlore	10,949	50.7	5,557	1,110	65.7	729	5,612	51.4	2,885	4,227	46.0	1,943
Lincoln	7,707	59.7	4,607	814	77.6	632	2,494	70.5	1,758	4,399	50.4	2,217
Logan	7,045	70.4	4,967	2,927	79.8	2,335	1,471	68.1	1,001	2,647	61.6	1,631
Love	2,772	53.9	1,494	....	....	....	866	63.8	553	1,906	49.4	941
McClain	4,646	60.2	2,796	874	78.2	684	1,071	57.1	611	2,701	55.6	1,501
McCurtain	9,754	38.9	3,796	1,086	54.8	595	3,162	46.4	1,466	5,506	31.5	1,735
McIntosh	5,395	48.9	2,641	....	....	....	1,775	58.5	1,039	3,620	44.2	1,602
Major	3,188	66.1	2,109	....	....	....	1,030	75.4	777	2,158	61.7	1,332
Marshall	2,987	56.5	1,687	718	81.6	586	550	47.5	261	1,719	48.8	840
Mayes	5,428	52.7	2,885	732	85.2	624	1,802	54.6	985	2,894	44.1	1,276
Murray	3,424	63.7	2,192	1,244	76.5	951	864	62.8	543	1,316	53.1	698
Muskogee	16,910	63.8	10,801	9,309	78.1	7,272	3,274	49.1	1,608	4,327	44.4	1,921
Noble	4,096	77.3	3,168	1,488	81.5	1,213	764	78.0	596	1,844	73.7	1,359
Nowata	4,193	63.4	2,659	1,191	75.0	894	1,180	61.4	724	1,822	57.1	1,041
Okfuskee	6,270	52.9	3,313	1,144	76.6	876	1,778	56.4	1,002	3,348	42.9	1,435
Oklahoma	69,951	85.2	59,619	61,360	87.3	53,542	4,761	78.2	3,721	3,830	61.5	2,356
Okmulgee	12,909	64.5	8,331	6,509	77.2	5,022	2,983	58.1	1,733	3,417	46.1	1,576
Osage	10,797	74.2	8,020	2,505	78.8	1,976	5,190	77.8	4,036	3,102	64.7	2,008
Ottawa	10,119	68.5	6,945	4,282	77.1	3,301	3,605	64.4	2,321	2,232	59.3	1,323
Pawnee	4,588	66.7	3,079	1,443	83.0	1,197	1,026	64.1	657	2,119	57.8	1,225
Payne	9,969	77.4	7,709	5,241	87.4	4,583	1,802	72.8	1,313	2,926	62.0	1,813
Pittsburg	11,560	63.2	7,319	4,279	75.5	3,232	3,376	57.7	1,949	3,905	54.8	2,138
Pontotoc	10,155	68.6	6,987	4,263	84.8	3,615	2,303	62.8	1,447	3,589	53.6	1,925
Pottawatomie	14,134	70.9	10,022	6,313	83.3	5,261	3,213	69.7	2,238	4,608	54.8	2,523
Pushmataha	4,639	42.6	1,969	904	37.8	540	1,528	36.3	555	2,207	39.6	874
Roger Mills	2,838	56.5	1,603	....	....	....	810	70.0	567	2,028	51.1	1,036
Rogers	5,438	60.1	3,266	1,172	81.2	951	1,548	66.8	1,034	2,718	47.1	1,281
Seminole	15,138	66.3	10,052	5,846	79.3	4,638	5,411	71.6	3,873	3,881	39.7	1,541
Sequoyah	5,277	37.4	1,976	....	....	....	1,792	52.3	937	3,485	29.8	1,039
Stephens	8,029	66.8	5,370	3,439	83.0	2,854	1,172	58.6	687	3,418	53.5	1,829
Texas	2,745	71.9	1,972	....	....	....	1,480	76.1	1,126	1,265	66.9	846
Tillman	5,618	70.2	3,944	1,473	76.9	1,133	1,229	71.5	879	2,916	66.2	1,932
Tulsa	54,645	84.9	46,414	43,056	89.6	38,570	8,051	70.3	5,658	3,538	61.8	2,186
Wagoner	5,147	45.5	2,348	1,008	64.1	646	1,206	41.9	506	2,933	40.8	1,196
Washington	8,624	80.5	6,899	4,810	90.5	4,351	2,027	68.7	1,393	1,787	64.7	1,155
Washita	5,838	72.1	4,212	822	80.4	661	1,187	74.2	880	3,829	69.8	2,671
Woods	4,255	78.5	3,339	1,556	86.9	1,352	897	77.0	691	1,802	71.9	1,296
Woodward	4,052	71.4	2,890	1,591	82.1	1,306	735	69.9	514	1,726	62.0	1,070
State Total	610,481	68.8	420,182	254,779	83.5	212,531	139,605	64.6	90,161	216,097	54.4	117,490

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Enid	8,353	86.6	7,235
Muskogee	9,309	78.1	7,272
OklahomaCity	59,494	87.2	51,859
Tulsa	41,344	89.9	37,170

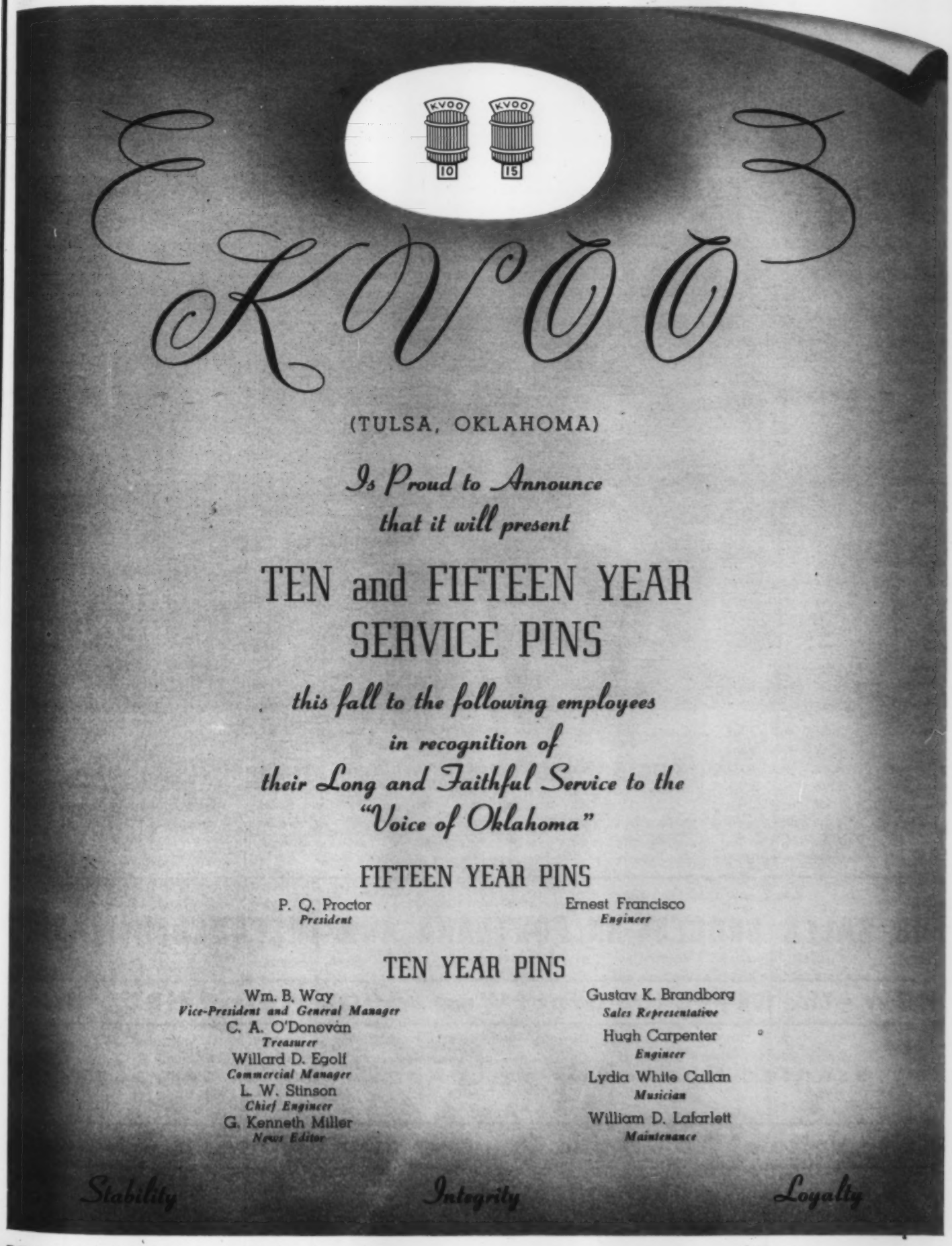
Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
ADA	KADA 1230	250
ARDMORE	KVSO 1240	250-LS 100-N
BARTLESVILLE	KWON 1400	250
ELK CITY	KASA 1240	100
ENID	KCRC 1390	1,000
LAWTON	KSWO 1150	250-D
MUSKOGEE	KBIX 1490	250
NORMAN	*WNAD 640	1,000-D
OKLAHOMA CITY	KOCY 1340	250
	KOMA 1520	5,000
	KTOK 1400	250
	WKY 930	5,000-LS 1,000-N CP-5,000-U
OKMULGEE	KHBG 1240	250
PONCA CITY	WBBZ 1230	250
SHAWNEE	KGFF 1450	250
TULSA	KOME 1340	250
	KTUL 1430	5,000
	KVOO 1170	25,000 SA-50,000-LS SA-25,000-N CP-50,000-U

SAM SCHNEIDER
KVOO
FARM EDITOR

KVOO INCREASES FARMERS EGG SALES 3,733 1/3%

Yes Sir, that's correct. In May, this year, farmers in the Tulsa Magic Empire Market were furnishing but 10% of the U. S. graded eggs bought in Tulsa. Following a campaign by the KVOO farm department, the sales of U. S. graded eggs in Tulsa increased over seven fold, and now farmers in northeastern Oklahoma are furnishing 50% of them—a 3,733 1/3% increase in actual production. In addition, the farmers are receiving a premium of $1.50 per case on the U. S. graded eggs, a big increase in profits and spendable wealth in Oklahoma's Richest Market, blanketed by KVOO. The campaign by KVOO is being continued to increase the farmer's egg sales in other Magic Empire cities.


KVOO
KVOO
10
15
KVOO
(TULSA, OKLAHOMA)
Is Proud to Announce
that it will present
TEN and FIFTEEN YEAR
SERVICE PINS
this fall to the following employees
in recognition of
their Long and Faithful Service to the
"Voice of Oklahoma"
FIFTEEN YEAR PINS
P. Q. Proctor
President
Ernest Francisco
Engineer
TEN YEAR PINS
Wm. B. Way
Vice-President and General Manager
C. A. O'Donovan
Treasurer
Willard D. Egolf
Commercial Manager
L. W. Stinson
Chief Engineer
G. Kenneth Miller
News Editor
Gustav K. Brandborg
Sales Representative
Hugh Carpenter
Engineer
Lydia White Callan
Musician
William D. Lafarlett
Maintenance
Stability
Integrity
Loyalty

OREGON

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Baker	5,406	83.7	4,525	2,838	87.7	2,488	1,225	78.2	958	1,343	80.3	1,079
Benton	5,669	87.9	4,978	2,726	94.8	2,585	1,166	85.9	1,001	1,777	78.4	1,392
Clackamas	17,669	88.9	15,704	1,977	93.9	1,856	9,320	91.3	8,507	6,372	83.8	5,341
Clatsop	7,605	88.7	6,746	4,328	91.4	3,957	2,382	86.4	2,059	895	81.6	730
Columbia	6,240	86.5	5,399	1,309	95.6	1,251	2,706	86.4	2,337	2,225	81.4	1,811
Coos	10,177	84.5	8,601	4,185	91.3	3,821	3,732	81.0	3,021	2,260	77.8	1,759
Crook	1,585	83.4	1,320	....	....	....	977	85.7	837	608	79.5	483
Curry	1,412	72.8	1,027	....	....	....	950	72.3	687	462	73.7	340
Deschutes	5,543	86.0	4,770	2,973	92.4	2,747	1,394	81.9	1,141	1,176	75.0	882
Douglas	7,872	82.9	6,526	1,588	92.7	1,472	3,277	80.4	2,636	3,007	80.4	2,418
Gilliam	815	83.1	677	....	....	....	478	86.1	411	337	79.0	266
Grant	1,931	83.2	1,607	....	....	....	1,297	81.9	1,063	634	85.8	544
Harney	1,630	82.3	1,341	841	86.8	730	316	81.9	259	473	74.5	352
Hood River	3,408	88.8	3,025	1,000	92.7	927	831	84.7	704	1,577	88.4	1,394
Jackson	11,396	87.0	9,916	5,279	92.2	4,866	3,177	82.0	2,606	2,940	83.1	2,444
Jefferson	630	76.3	481	....	....	....	355	80.1	284	275	71.7	197
Josephine	5,320	78.4	4,170	1,985	85.6	1,700	1,352	68.8	931	1,983	77.6	1,539
Klamath	11,977	87.6	10,499	5,056	91.3	4,614	5,023	85.3	4,285	1,898	84.3	1,600
Lake	1,926	81.1	1,563	....	....	....	1,345	83.2	1,118	581	76.6	445
Lane	20,922	87.4	18,295	8,591	93.3	8,019	7,131	84.5	6,029	5,200	81.7	4,247
Lincoln	4,711	76.8	3,619	....	....	....	3,577	80.5	2,880	1,134	65.2	739
Linn	9,135	82.0	7,494	2,733	91.5	2,501	2,498	80.6	2,013	3,904	76.3	2,980
Malheur	5,196	79.2	4,117	1,001	87.2	873	1,385	79.9	1,107	2,810	76.1	2,137
Marion	20,862	90.4	18,866	9,838	93.4	9,186	4,984	89.5	4,459	6,040	86.4	5,221
Morrow	1,243	82.6	1,026	....	....	....	613	85.5	524	630	79.7	502
Multnomah	117,267	93.8	110,049	102,063	93.9	95,849	12,521	94.8	11,872	2,683	86.8	2,328
Polk	5,867	84.3	4,950	1,084	91.8	995	2,346	87.0	2,041	2,437	78.5	1,914
Sherman	747	87.4	653	....	....	....	358	89.1	319	389	86.0	334
Tillamook	3,714	84.9	3,152	860	90.4	778	1,742	84.1	1,465	1,112	81.8	909
Umatilla	7,451	85.0	6,334	2,377	90.2	2,143	2,337	83.9	1,962	2,737	81.4	2,229
Union	5,316	87.2	4,638	2,480	89.5	2,221	1,483	87.8	1,302	1,353	82.4	1,115
Wallowa	2,172	83.5	1,814	....	....	....	1,091	87.6	956	1,081	79.4	858
Wasco	4,017	84.9	3,410	2,051	91.4	1,875	829	78.5	651	1,137	77.7	884
Washington	11,890	86.9	10,331	1,228	90.9	1,117	5,656	88.0	4,976	5,006	84.7	4,238
Wheeler	888	77.3	684	....	....	....	570	80.6	459	318	70.7	225
Yamhill	7,883	87.8	6,919	2,169	93.5	2,028	2,243	87.0	1,951	3,471	84.7	2,940
State Total	337,492	88.7	299,226	172,560	93.1	160,599	98,667	86.0	79,811	72,265	81.4	58,816

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Portland	102,063	93.9	95,849
Salem	8,901	93.5	8,321

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
ALBANY	KWIL 1240	250
ASTORIA	KAST 1230	250
BAKER	KBKR 1490	250
BEND	KBND 1340	250
CORVALLIS	*KOAC 550	5,000-LS 1,000-N
THE DALLES	KODL 1230	250-LS 100-N
EUGENE	KORE 1450	250
GRANTS PASS	KUIN 1340	250
KLAMATH FALLS	KFJI 1240	100
LaGRANDE	KLBM 1450	250
MARSHFIELD	KOOS 1230	250
MEDFORD	KMED 1440	1,000
PENDLETON	KWRC 1240	250
PORTLAND	KALE 1330	5,000
	*KBPS 1450 ST-KXL	100
	KEX 1190	5,000
	KGW 620	5,000
	KOIN 970	5,000
	KWJJ 1080	1,000
	KXL 750 -WSB	10,000
ROSEBURG	KRNR 1490	250-LS 100-N
SALEM	KSLM 1390	1,000

FOR SALES SUCCESS IN PORTLAND AND THE OREGON MARKET

KGW · The Key to the Great West · 5000 Watts · NBC Station

Represented Nationally by Edward Petry & Company, Inc.

KEX · Voice of the Oregon Country · 5000 Watts · BLUE Network

Represented Nationally by The Paul H. Raymer Company

Casualty—1,000 miles from the enemy

ALMOST as fatal as a bullet or a shell is the breakdown in the spirit of a sailor or a soldier.

Our men have the finest spirit in the world. But it must be maintained in the American way.

They must not be made to feel that they are mere automatons, fighting machines, as the armed forces of the dictators have been made to feel.

Life in our navy and army is hard. Discipline is tough. It must be. But there also must be moments when the sailor or soldier is treated as Mr. Somebody-or-other.

That's where the USO comes in. For the USO is the banding together of six great agencies to serve one great purpose—to see that our boys in the camps and naval stations have a place to go, to turn to, a "home away from home."

The duties of the USO have more than doubled during the year. It must serve millions more men. Its field of operations has been enlarged to include many parts of the world.

To carry on its important work, the USO must raise $32,000,000. It needs your contribution. No matter how small you make that contribution, the USO needs it. And it needs it *now*.

You are beset by requests for help on all sides. By all means, try to meet those requests. But among them, don't neglect the USO.

Send your contribution to your local USO committee, or to USO, National Headquarters, Empire State Building, New York.

Give to the USO

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	10,194	84.0	8,561	1,656	94.8	1,570	5,116	86.0	4,399	3,422	75.7	2,592
Allegheny	360,094	95.2	342,860	307,009	95.6	293,400	48,481	93.7	45,435	4,604	87.4	4,025
Armstrong	20,098	86.8	17,447	6,249	95.2	5,951	9,938	86.2	8,571	3,911	74.8	2,925
Beaver	38,832	91.9	35,681	25,915	93.2	24,154	10,049	91.5	9,198	2,868	81.2	2,329
Bedford	10,188	75.9	7,738	920	94.6	870	5,814	76.2	4,433	3,454	70.5	2,435
Berks	63,692	93.5	59,579	39,365	96.2	37,882	17,752	92.3	16,381	6,575	80.9	5,316
Blair	36,284	92.7	33,624	26,707	95.3	25,456	7,352	87.2	6,414	2,225	78.8	1,754
Bradford	13,936	84.3	11,741	4,441	93.5	4,152	4,324	82.8	3,580	5,171	77.5	4,009
Bucks	28,112	94.1	26,447	8,241	96.9	7,984	13,805	94.8	13,088	6,066	88.6	5,375
Butler	22,225	88.6	19,696	6,464	96.3	6,222	10,117	88.4	8,946	5,644	80.2	4,528
Cambria	48,512	89.5	43,438	27,538	92.9	25,589	17,829	87.2	15,554	3,145	73.0	2,295
Cameron	1,872	89.5	1,676	1,116	91.3	1,019	608	87.6	533	148	83.8	124
Carbon	14,780	94.1	13,903	9,246	96.8	8,955	4,781	91.1	4,356	753	78.7	592
Centre	13,271	87.1	11,564	4,386	96.5	4,232	6,516	83.8	5,463	2,369	78.9	1,869
Chester	33,046	90.4	29,885	13,797	94.1	12,989	12,099	89.9	10,874	7,150	84.2	6,022
Clarion	9,730	81.3	7,906	1,023	96.1	983	5,742	83.6	4,802	2,965	71.5	2,121
Clearfield	22,657	85.2	19,299	6,548	94.0	6,155	11,881	83.5	9,918	4,228	76.3	3,226
Clinton	8,904	88.0	7,835	3,890	93.7	3,643	4,074	85.7	3,492	940	74.5	700
Columbia	13,565	88.1	11,944	6,349	93.8	5,954	4,702	86.9	4,087	2,514	75.7	1,903
Crawford	19,966	87.8	17,530	7,912	94.1	7,443	5,786	90.5	5,238	6,268	77.4	4,849
Cumberland	20,419	90.4	18,439	10,820	94.4	10,211	6,499	89.1	5,790	3,100	78.6	2,438
Dauphin	46,572	94.4	43,978	32,959	96.3	31,739	11,100	92.6	10,275	2,513	78.2	1,964
Delaware	80,057	97.2	77,840	60,505	97.6	59,047	18,125	96.3	17,456	1,427	93.7	1,337
Elk	8,066	90.5	7,302	4,534	96.0	4,354	2,702	86.1	2,326	830	75.0	622
Erie	48,010	93.4	44,849	35,721	95.4	34,064	7,251	93.1	6,753	5,038	80.0	4,032
Fayette	47,902	86.4	41,407	12,957	92.4	11,976	30,910	85.3	26,378	4,035	75.7	3,053
Forest	1,558	79.2	1,234	....	....	....	1,151	83.6	962	407	66.9	272
Franklin	17,766	84.2	14,972	8,029	94.1	7,554	5,392	79.8	4,303	4,345	71.7	3,115
Fulton	2,614	77.0	2,013	....	....	....	942	82.0	773	1,672	74.1	1,240
Greene	10,944	80.8	8,846	1,447	94.3	1,364	6,174	83.2	5,136	3,323	70.6	2,346
Huntingdon	10,405	81.3	8,460	3,303	92.4	3,051	5,106	78.7	4,016	1,996	69.8	1,393
Indiana	19,221	84.8	16,298	4,853	95.6	4,641	9,923	84.3	8,369	4,445	74.0	3,288
Jefferson	13,571	85.5	11,603	5,399	92.8	5,008	5,141	83.0	4,267	3,031	76.8	2,328
Juniata	3,979	75.8	3,016	....	....	....	2,357	80.0	1,885	1,622	69.8	1,131
Lackawanna	72,374	93.5	67,682	65,437	94.0	61,512	5,049	90.6	4,575	1,888	84.5	1,595
Lancaster	55,376	86.7	48,007	26,250	94.3	24,745	19,200	86.9	16,692	9,926	66.2	6,570
Lawrence	24,797	92.1	22,847	15,488	94.2	14,588	6,573	91.4	6,008	2,736	82.3	2,251
Lebanon	19,028	91.2	17,350	9,664	95.0	9,178	6,795	90.3	6,135	2,569	79.3	2,037
Lehigh	45,563	95.1	43,317	34,495	97.1	33,493	8,439	91.4	7,711	2,629	80.4	2,113
Luzerne	102,117	93.6	95,546	78,208	94.9	74,235	20,918	90.9	19,017	2,991	76.7	2,294
Lycoming	25,704	90.2	23,181	17,344	94.2	16,341	5,292	85.4	4,520	3,068	75.6	2,320
McKean	15,212	91.4	13,914	6,671	94.8	6,326	6,910	90.8	6,275	1,631	80.5	1,313
Mercer	25,771	91.6	3,612	15,229	95.7	14,568	5,875	90.3	5,306	4,667	80.1	3,738
Mifflin	10,908	84.6	9,234	4,457	93.3	4,159	5,135	83.5	4,289	1,316	59.7	786
Monroe	8,079	89.1	7,194	3,562	95.3	3,396	2,911	86.7	2,524	1,606	79.3	1,274
Montgomery	71,142	96.4	68,553	46,610	97.4	45,416	20,335	95.5	19,416	4,197	88.7	3,721
Montour	3,468	84.9	2,950	2,018	92.8	1,863	667	79.4	530	783	71.1	557
Northampton	43,312	94.8	41,060	31,382	96.3	30,219	8,709	92.7	8,071	3,221	86.0	2,770
Northumberland	31,632	90.8	28,732	18,325	94.4	17,292	11,074	88.2	9,772	2,233	74.7	1,668
Perry	6,208	82.0	5,093	....	....	....	3,999	86.8	3,470	2,209	73.5	1,623
Philadelphia	506,980	96.2	487,635	506,980	96.2	487,635	....	....	....	....	....	....
Pike	2,314	84.5	1,955	....	....	....	1,732	87.3	1,511	582	76.2	444
Potter	5,068	79.7	4,038	895	92.6	828	2,438	79.9	1,947	1,735	72.8	1,263
Schuylkill	53,621	90.6	48,604	31,304	93.7	29,332	19,625	88.4	17,348	2,692	71.5	1,924
Snyder	5,348	79.8	4,269	865	95.0	821	2,593	82.6	2,143	1,890	69.1	1,305
Somerset	20,423	82.1	16,761	4,429	93.4	4,136	11,648	81.2	9,462	4,346	72.8	3,163
Sullivan	1,927	76.1	1,467	....	....	....	1,168	77.5	906	759	73.9	561
Susquehanna	9,025	82.9	7,480	1,828	93.3	1,705	3,574	86.0	3,072	3,623	74.6	2,703
Tioga	9,671	83.5	8,072	1,124	94.8	1,066	5,103	83.7	4,271	3,444	79.4	2,735
Union	4,909	87.4	4,292	1,129	94.8	1,071	2,631	87.2	2,294	1,149	80.7	927
Venango	16,277	88.0	14,335	8,456	93.8	7,935	5,087	86.9	4,420	2,734	72.4	1,980
Warren	11,105	86.6	9,628	4,295	95.6	4,105	4,556	86.4	3,937	2,254	70.4	1,586
Washington	52,333	89.7	46,949	22,756	94.2	21,436	24,662	88.1	21,737	4,915	76.8	3,776
Wayne	7,785	85.3	6,642	1,720	95.1	1,635	2,895	87.0	2,517	3,170	78.6	2,490
Westmoreland	74,215	90.0	67,467	37,581	94.6	35,566	30,984	88.4	27,379	5,650	80.0	4,522
Wyoming	4,538	81.9	3,714	....	....	....	2,710	84.8	2,299	1,828	77.4	1,415
York	48,252	90.8	43,789	23,332	95.3	22,240	16,515	90.5	14,948	8,405	78.5	6,601
State Total	2,515,524	92.4	2,323,980	1,711,133	95.5	1,634,454	595,341	88.7	527,953	209,050	77.3	161,573

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Aliquippa	6,195	89.5	5,543
Allentown[1]	25,320	97.0	24,560
Altoona	21,361	95.4	20,380
Bethlehem	14,898	96.5	14,377
Chester	14,834	94.1	13,956
Easton	9,383	95.9	8,999
Erie	30,721	95.9	29,460
Harrisburg	23,764	96.9	23,030
Haverford[1]	7,405	99.0	7,331
Hazleton	8,879	95.7	8,495
Johnstown	16,305	93.0	15,170
Lancaster	16,955	94.3	15,984
Lebanon	7,384	94.7	6,993
Lower Marion[1]	9,714	98.6	9,580
McKeesport	14,271	94.8	13,530
New Castle	12,722	93.6	11,912
Norristown	8,421	96.8	8,148
Philadelphia	506,980	96.2	487,635
Pittsburgh	175,163	95.2	166,761
Reading	29,798	95.8	28,534
Scranton	35,631	95.1	33,895
Sharon	6,561	97.4	6,389
Upper Darby[1]	16,093	99.0	15,930
Washington	6,993	94.3	6,593
Wilkes-Barre	20,361	94.9	19,330
Wilkinsburg	8,705	98.6	8,580
Williamsport	12,434	93.8	11,668
York	15,833	95.2	15,070

[1] Townships; Urban by Special Rule.

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
ALLENTOWN	WSAN-WCBA 1470	500 CP-5,000
ALTOONA	WFBG 1340	250
BUTLER	WISR 680	250-D
DuBOIS	WCED 1230	250
EASTON	WEST 1400	250
ERIE	WERC 1490	250
	WLEU 1450	250
GREENSBURG	WHJB 620	250-D
GROVE CITY	*WSAJ 1340-SH	100
HARRISBURG	WHP 1460	5,000-LS 1,000-N
	WKBO 1230	250
HAZELTON	WAZL 1450	250
JOHNSTOWN	WJAC 1400	250
LANCASTER	WGAL 1490	250
LEWISTOWN	WMRF 1490	250
NEW CASTLE	WKST 1280	1,000
NEW KENSINGTON	WKPA 1150	250-D
PHILADELPHIA	KYW 1060	50,000
	WCAU 1210	50,000
	WDAS 1400	250
	WFIL 560	1,000
	WHAT 1340 ST-WTEL	100
	WIBG 990	1,000-D CP-10,000-U
	WIP 610	5,000
	WPEN 950	5,000
	WTEL 1340 ST-WHAT	100
PITTSBURGH	KDKA 1020	50,000
	KQV 1410	1,000
	WCAE 1250	5,000
	WJAS 1320	5,000-LS 1,000-N CP-5,000-U
	WWSW 1490	250
READING	WEEU 850	1,000-D
	WRAW 1340	250
SCRANTON	WARM 1400	250
	WGBI 910 ST-WQAN	1,000-LS 500-N
	*WQAN 910 ST-WGBI	1,000-LS 500-N
SHARON	WPIC 790	1,000-D
SUNBURY	WKOK 1240	250
UNIONTOWN	WMBS 590	1,000
WASHINGTON	WJPA 1450	250
WILKES-BARRE	WBAX 1240	100
	WBRE 1340	250
WILLIAMSPORT	WRAK 1400	250
YORK	WORK 1350	1,000
	WSBA 900	1,000-D

900 Kc.

WSBA

York, Pennsylvania

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WHAT IS A RADIO ISLAND?

TECHNICALLY, an island is a body of land entirely surrounded by water. But in radio it might be a body of land so completely surrounded by natural obstacles that outside station signals don't stand a chance.

That description fits the Scranton—Wilkes-Barre Market, the Nation's 19th, home of WGBI. The Pocono Mountains and other natural annoyances bar outsiders from this radio-minded market.

It must be radio-minded, for the opposite page shows Scranton with a radio home density of 95.1%; Luzerne County with 95,546 radio homes; Lackawanna County with 67,682 radio homes. That's typical of the area.

The big reason why this Market is radio-minded is WGBI. For WGBI is the only station heard in every nook and corner . . . the only regional or clear channel station serving it. WGBI is a happy habit in the 19th Market . . . as many happy advertisers have discovered.

Frank Megargee
President

WGBI
SCRANTON, PA.

John Blair & Co.
Representatives

A CBS AFFILIATE • 910 KC. • 1000 WATTS DAY • 500 WATTS NIGHT

RHODE ISLAND

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Bristol	6,478	96.7	6,266	6,478	96.7	6,266	....	....	....	....	....	....
Kent	15,302	95.5	14,615	13,269	96.0	12,744	1,874	92.6	1,736	159	84.6	135
Newport	11,981	95.9	11,490	7,663	96.5	7,393	3,585	95.2	3,413	733	93.4	684
Providence	145,070	95.9	139,184	140,888	96.1	135,352	3,243	92.8	3,010	939	87.5	822
Washington	8,875	91.2	8,097	2,938	93.9	2,760	5,158	90.7	4,676	779	84.8	661
State Total	187,706	95.7	179,652	171,236	96.1	164,515	13,860	92.6	12,835	2,610	88.2	2,302

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Central Falls	6,512	94.6	6,159
Cranston	11,252	97.7	10,997
East Providence	8,449	96.8	8,180
Newport	7,663	96.5	7,393
Pawtucket	20,800	96.1	20,420
Providence	67,501	96.3	64,988
Warwick	7,817	96.9	7,575
Woonsocket	13,040	94.1	12,271

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
PAWTUCKET	WFCI 1420	1,000
PROVIDENCE	WEAN 790	5,000
	WJAR 920	5,000
	WPRO 630	5,000

THE MARINES HAVE LANDED!

SOUTHERN NEW ENGLAND HEARS IT

OVER WPRO

THE *NEWS STATION* OF RHODE ISLAND

BASIC CBS STATION
Complete Columbia program service.

ACCEPTANCE
First choice of **more** local advertisers.

COVERAGE
First on the dial 630 KC. 5000 watts (day and night). Stronger primary signal over greater area. Larger secondary area.

NEWS
Most complete service—Associated Press and United Press by direct wire to WPRO newsroom—plus C. B. S. World Coverage.

CHERRY & WEBB BROADCASTING COMPANY

15 Chestnut Street, Providence, R. I.

National Representative: Paul H. Raymer Company

SOUTH CAROLINA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Abbeville	5,399	42.5	2,303	1,371	59.4	814	1,137	57.0	648	2,891	29.1	841
Aiken	12,418	49.3	6,090	2,516	62.9	1,582	4,935	60.8	2,999	4,967	30.4	1,509
Allendale	2,916	25.3	737	....	....	....	1,019	48.6	495	1,897	12.7	242
Anderson	20,746	62.8	13,005	6,582	71.2	4,687	6,488	75.3	4,884	7,676	44.7	3,434
Bamberg	4,202	31.6	1,330	802	56.9	457	1,251	38.7	484	2,149	18.1	389
Barnwell	4,780	24.9	1,184	....	....	....	1,753	43.5	762	3,027	14.0	422
Beaufort	4,935	23.7	1,163	865	60.0	519	1,505	22.9	344	2,565	11.7	300
Berkeley	5,779	26.5	1,529	....	....	....	2,127	40.2	854	3,652	18.5	675
Calhoun	3,610	25.5	930	....	....	....	854	46.7	399	2,756	19.3	531
Charleston	31,907	55.1	17,589	20,410	61.9	12,636	8,042	54.0	4,344	3,455	17.6	609
Cherokee	7,248	58.6	4,252	1,960	73.6	1,443	1,919	68.3	1,311	3,369	44.5	1,498
Chester	7,374	50.0	3,693	1,795	67.0	1,202	2,311	73.8	1,706	3,268	24.0	785
Chesterfield	7,601	42.1	3,206	1,141	62.8	716	1,732	53.9	933	4,728	32.9	1,557
Clarendon	6,377	25.7	1,642	....	....	....	1,483	53.2	790	4,894	17.4	852
Colleton	6,145	30.4	1,864	880	63.1	555	1,430	29.0	415	3,835	23.3	894
Darlington	10,269	45.1	4,621	3,103	61.0	1,891	2,426	47.4	1,149	4,740	33.4	1,581
Dillon	6,180	41.3	2,548	978	64.0	626	1,350	48.8	660	3,852	32.8	1,262
Dorchester	4,473	38.0	1,704	820	69.6	571	1,713	37.0	633	1,940	25.8	500
Edgefield	4,035	32.9	1,334	....	....	....	1,345	53.9	725	2,690	22.7	609
Fairfield	5,266	36.9	1,929	829	55.0	456	1,734	55.1	955	2,703	19.2	518
Florence	15,597	47.1	7,351	4,965	64.9	3,223	2,566	53.7	1,378	8,066	34.1	2,750
Georgetown	5,994	36.7	2,198	1,480	60.5	895	2,201	32.9	725	2,313	25.0	578
Greenville	33,813	70.3	23,757	10,347	69.5	7,192	16,377	75.9	12,429	7,089	58.3	4,136
Greenwood	9,474	57.7	5,459	3,369	68.0	2,291	3,300	66.5	2,195	2,805	34.7	973
Hampton	4,106	27.0	1,109	....	....	....	1,773	40.3	714	2,333	16.9	395
Horry	10,831	38.3	4,144	1,206	58.8	709	2,061	44.7	920	7,564	33.2	2,515
Jasper	2,490	27.7	690	....	....	....	1,302	35.7	465	1,188	18.9	225
Kershaw	7,189	37.2	2,649	1,534	58.4	896	1,707	43.1	736	3,948	25.8	1,017
Lancaster	7,360	57.4	4,221	1,143	73.6	841	2,787	67.7	1,888	3,430	43.5	1,492
Laurens	10,106	56.2	5,664	3,275	69.0	2,258	2,264	66.8	1,513	4,567	41.4	1,893
Lee	5,311	28.4	1,506	799	54.5	436	337	39.3	133	4,175	22.4	937
Lexington	8,399	52.7	4,427	749	64.8	486	3,797	63.6	2,413	3,853	39.7	1,528
McCormick	2,271	25.8	585	....	....	....	671	44.8	301	1,600	17.7	284
Marion	6,600	44.1	2,898	2,585	57.1	1,477	935	40.4	378	3,080	33.9	1,043
Marlboro	7,259	35.5	2,579	1,311	62.2	816	1,689	47.1	795	4,259	22.7	968
Newberry	7,960	48.0	3,814	2,768	70.9	1,964	1,448	54.1	783	3,744	28.5	1,067
Oconee	8,080	51.5	4,161	704	62.4	440	2,839	64.3	1,826	4,537	41.8	1,895
Orangeburg	14,651	34.5	5,049	2,947	56.5	1,666	3,440	47.4	1,629	8,264	21.2	1,754
Pickens	8,281	63.1	5,215	1,276	79.6	1,016	3,221	71.8	2,314	2,784	49.8	1,885
Richland	24,210	65.5	15,856	16,288	73.5	11,974	4,563	62.2	2,839	3,359	31.0	1,043
Saluda	3,861	37.0	1,426	53	66.0	35	646	64.4	416	3,162	30.8	975
Spartanburg	29,497	67.6	19,936	9,361	73.3	6,859	11,983	73.6	8,825	8,153	52.1	4,252
Sumter	11,521	38.5	4,437	4,186	60.8	2,543	2,263	40.6	919	5,072	19.2	975
Union	6,908	55.8	3,847	2,198	68.1	1,498	2,470	67.7	1,673	2,240	30.2	676
Williamsburg	8,315	27.4	2,275	843	59.4	500	709	53.1	377	6,763	20.7	1,398
York	13,224	58.4	7,730	6,064	76.9	4,661	2,216	64.7	1,435	4,944	33.1	1,634
State Total	434,968	49.6	215,636	123,503	67.1	82,831	126,119	60.0	75,509	185,346	30.9	57,296

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Charleston	20,410	61.9	12,636
Columbia	15,363	72.4	11,128
Greenville	9,708	68.1	6,612
Spartanburg	8,326	72.5	6,039

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
ANDERSON	WAIM 1230	250
CHARLESTON	WCSC 1390	1,000–LS 500–N
	WTMA 1250	1,000
COLUMBIA	WCOS 1400	250
	WIS 560	5,000
FLORENCE	WOLS 1230	250
GREENVILLE	WFBC 1330	5,000
	WMRC 1490	250
GREENWOOD	WCRS 1450	250
SPARTANBURG	WORD 1400	250
	WSPA 950	5,000–LS 1,000–N
SUMTER	WFIG 1340	250

500% More Night Power!

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The State's Most Powerful Voice

560 KC

COLUMBIA, S.C. NBC Network

FREE & PETERS, Inc., Exclusive National Representatives

SOUTH DAKOTA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Armstrong	11	81.8	9	....	....	....	....	....	....	11	81.8	9
Aurora	1,398	80.0	1,118	....	....	....	488	84.1	410	910	77.8	708
Beadle	5,231	89.2	4,665	3,033	94.2	2,859	602	84.5	509	1,596	81.2	1,297
Bennett	991	55.4	548	....	....	....	422	44.9	189	569	63.2	359
Bon Homme	2,769	80.6	2,231	....	....	....	1,313	81.3	1,068	1,456	79.9	1,163
Brookings	4,266	89.8	3,830	1,530	92.2	1,410	802	85.6	687	1,934	89.6	1,733
Brown	7,711	93.0	7,170	4,539	96.0	4,358	1,127	85.1	959	2,045	90.6	1,853
Brule	1,674	81.1	1,357	....	....	....	823	82.7	680	851	79.6	677
Buffalo	434	60.0	261	....	....	....	235	47.2	111	199	75.4	150
Butte	2,138	83.9	1,794	....	....	....	1,165	85.8	999	973	81.7	795
Campbell	1,120	77.9	873	....	....	....	415	72.5	301	705	81.1	572
Charles Mix	3,233	72.6	2,350	....	....	....	1,210	77.8	942	2,023	69.6	1,408
Clark	2,315	86.2	1,996	....	....	....	918	85.1	782	1,397	86.9	1,214
Clay	2,619	88.6	2,320	982	91.1	895	307	85.7	263	1,330	87.4	1,162
Codington	4,318	90.4	3,902	2,786	92.7	2,583	427	83.9	358	1,105	87.0	961
Corson	1,587	73.6	1,167	....	....	....	719	73.5	528	868	73.7	639
Custer	1,708	72.9	1,245	....	....	....	1,058	72.4	766	650	73.6	479
Davison	4,192	90.1	3,779	3,008	92.4	2,780	242	83.8	203	942	84.4	796
Day	3,346	85.0	2,843	....	....	....	1,531	84.5	1,293	1,815	85.4	1,550
Deuel	2,038	86.9	1,772	....	....	....	758	86.2	653	1,280	87.4	1,119
Dewey	1,338	71.6	958	....	....	....	762	70.9	540	576	72.6	418
Douglas	1,579	80.5	1,271	....	....	....	578	83.9	485	1,001	78.5	786
Edmunds	1,830	82.5	1,511	....	....	....	846	78.1	661	984	86.3	850
Fall River	2,073	82.0	1,699	950	85.3	810	502	81.1	407	621	77.3	482
Faulk	1,329	90.1	1,198	....	....	....	603	88.7	535	726	91.3	663
Grant	2,665	91.2	2,429	744	91.5	680	595	90.1	536	1,326	91.5	1,213
Gregory	2,404	75.7	1,821	....	....	....	1,012	78.2	791	1,392	74.0	1,030
Haakon	1,004	83.1	834	....	....	....	390	87.3	340	614	80.5	494
Hamlin	1,893	84.9	1,607	....	....	....	840	86.4	725	1,053	83.8	882
Hand	1,795	87.4	1,569	....	....	....	604	87.5	529	1,191	87.3	1,040
Hanson	1,368	84.9	1,162	....	....	....	499	89.1	445	869	82.6	717
Harding	831	71.5	594	....	....	....	245	64.5	158	586	74.4	436
Hughes	1,858	88.2	1,639	1,239	91.4	1,132	202	78.6	159	417	83.5	348
Hutchinson	3,111	79.3	2,467	....	....	....	1,381	79.9	1,103	1,730	78.8	1,364
Hyde	788	87.0	686	....	....	....	338	86.3	292	450	87.5	394
Jackson	555	76.2	423	....	....	....	280	77.8	218	275	74.6	205
Jerauld	1,271	83.8	1,064	....	....	....	596	83.3	496	675	84.2	568
Jones	690	82.5	569	....	....	....	302	85.6	258	388	80.1	311
Kingsbury	2,843	85.1	2,419	....	....	....	1,394	85.9	1,197	1,449	84.3	1,222
Lake	3,159	89.7	2,832	1,401	90.4	1,266	436	87.0	379	1,322	89.8	1,187
Lawrence	5,330	89.2	4,753	3,350	90.4	3,030	1,462	88.7	1,297	518	82.2	426
Lincoln	3,429	88.2	3,027	700	94.0	658	848	83.5	708	1,881	88.3	1,661
Lyman	1,281	78.8	1,009	....	....	....	511	78.5	401	770	79.0	608
McCook	2,466	85.2	2,101	....	....	....	1,083	86.5	937	1,383	84.2	1,164
McPherson	1,871	73.0	1,365	....	....	....	729	72.1	525	1,142	73.6	840
Marshall	2,122	84.3	1,790	....	....	....	909	82.0	745	1,213	86.1	1,045
Meade	2,668	79.8	2,131	880	82.8	729	411	78.5	322	1,377	78.4	1,080
Mellette	960	53.3	511	....	....	....	343	55.5	190	617	52.1	321
Miner	1,781	85.5	1,523	....	....	....	720	89.4	644	1,061	82.8	879
Minnehaha	15,504	92.9	14,409	11,245	94.2	10,596	1,660	89.2	1,480	2,599	89.8	2,333
Moody	2,460	90.0	2,214	....	....	....	1,060	88.9	942	1,400	90.9	1,272
Pennington	6,677	85.7	5,719	3,951	90.2	3,564	1,634	78.8	1,287	1,092	79.5	868
Perkins	1,705	80.4	1,371	....	....	....	648	83.7	542	1,057	78.4	829
Potter	1,195	85.2	1,018	....	....	....	660	83.4	551	535	87.4	467
Roberts	3,815	84.4	3,221	644	87.6	564	823	86.3	710	2,348	82.9	1,947
Sanborn	1,566	80.4	1,259	....	....	....	637	78.7	501	929	81.5	758
Shannon	1,183	46.1	546	....	....	....	514	58.9	303	669	36.3	243
Spink	3,178	90.1	2,864	....	....	....	1,584	91.2	1,444	1,594	89.1	1,420
Stanley	575	83.9	483	....	....	....	269	88.2	237	306	80.4	246
Sully	656	82.9	544	....	....	....	209	85.1	178	447	81.9	366
Todd	1,244	54.2	675	....	....	....	592	46.9	278	652	60.9	397
Tripp	2,482	79.7	1,979	....	....	....	942	84.1	792	1,540	77.1	1,187
Turner	3,539	85.6	3,029	....	....	....	1,586	88.6	1,404	1,953	83.2	1,625
Union	3,058	86.3	2,639	....	....	....	1,354	86.1	1,166	1,704	86.5	1,473
Walworth	1,815	87.3	1,585	769	93.0	715	439	80.3	352	607	85.4	518
Washabaugh	439	51.6	227	....	....	....	121	36.7	44	318	57.4	183
Washington	368	51.8	191	....	....	....	59	56.1	33	309	51.0	158
Yankton	3,870	83.8	3,242	1,807	92.0	1,662	507	73.9	374	1,556	77.5	1,206
Ziebach	708	63.2	447	....	....	....	267	57.4	153	441	66.7	294
State Total	165,428	84.6	139,854	43,558	92.5	40,291	49,548	81.8	40,495	72,322	81.7	59,068

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Sioux Falls	11,245	94.2	10,596

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
ABERDEEN	KABR 1420	5,000
PIERRE	KGFX 630-SH	200-D
RAPID CITY	KOBH 1400	250
	*WCAT 1230-SH	100-D
SIOUX FALLS	KELO 1230	250
	KSOO 1140 L-WRVA	5,000
VERMILLION	*KUSD 920 ST-KFNF	500
WATERTOWN	KWAT 1240	250
YANKTON	WNAX 570	5,000-LS 1,000-N CP-5,000-U

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It means that billions of dollars are being diverted from "bidding" for the constantly shrinking stock of goods available, thus putting a brake on inflation. And it means that billions of dollars will be held in readiness for post-war readjustment.

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BROADCASTING MAGAZINE

TENNESSEE

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Anderson	5,977	61.3	3,659	702	83.0	583	3,006	66.9	2,012	2,269	46.9	1,064
Bedford	6,199	67.7	4,196	1,968	73.6	1,449	1,157	73.6	852	3,074	61.7	1,895
Benton	2,999	41.8	1,253	....	....	....	1,191	47.0	560	1,808	38.3	693
Bledsoe	1,744	41.7	727	....	....	....	599	48.3	289	1,145	38.3	438
Blount	9,534	72.2	6,896	2,715	87.2	2,368	2,915	76.9	2,242	3,904	58.5	2,286
Bradley	6,873	66.8	4,593	2,996	83.0	2,486	1,553	63.2	981	2,324	48.5	1,126
Campbell	6,709	56.4	3,783	967	71.2	689	3,586	58.9	2,113	2,156	45.5	981
Cannon	2,375	39.5	939	....	....	....	395	56.2	222	1,980	36.2	717
Carroll	6,713	51.9	3,483	....	....	....	2,714	62.4	1,693	3,999	44.8	1,790
Carter	7,761	66.6	5,158	2,016	85.3	1,720	2,839	62.0	1,760	2,906	57.8	1,678
Cheatam	2,335	53.3	1,246	....	....	....	652	63.2	412	1,683	49.6	834
Chester	2,642	47.2	1,248	....	....	....	980	53.6	525	1,662	43.5	723
Claiborne	5,338	48.2	2,568	....	....	....	1,429	69.6	995	3,909	40.2	1,573
Clay	2,313	39.3	910	....	....	....	360	54.3	196	1,953	36.5	714
Cocke	5,284	47.6	2,530	867	78.6	681	879	46.7	411	3,538	40.6	1,438
Coffee	4,616	55.7	2,568	1,281	76.9	985	873	65.6	573	2,462	41.0	1,010
Crockett	4,425	51.8	2,290	....	....	....	1,114	57.5	641	3,311	49.8	1,649
Cumberland	3,451	43.2	1,492	....	....	....	1,168	49.5	578	2,283	40.0	914
Davidson	66,923	82.1	54,922	45,804	80.5	36,890	16,703	89.5	14,949	4,416	69.8	3,083
Decatur	2,444	52.5	1,284	....	....	....	1,115	53.9	601	1,329	51.4	683
DeKalb	3,555	48.1	1,711	....	....	....	848	62.5	530	2,707	43.6	1,181
Dickson	4,831	50.1	2,425	1,004	85.7	860	1,000	49.7	497	2,827	37.8	1,068
Dyer	9,016	63.1	5,685	2,847	72.4	2,061	1,649	62.2	1,025	4,520	57.5	2,599
Fayette	6,813	21.6	1,476	....	....	....	1,127	44.4	501	5,686	17.2	975
Fentress	2,888	35.6	1,029	....	....	....	935	44.4	416	1,953	31.4	613
Franklin	5,505	59.1	3,254	719	76.9	553	1,812	65.4	1,185	2,974	51.0	1,516
Gibson	11,854	57.6	6,831	3,346	64.6	2,160	1,587	62.9	997	6,921	53.1	3,674
Giles	7,191	54.5	3,921	1,484	71.3	1,058	776	61.9	480	4,931	48.3	2,383
Grainger	3,233	38.4	1,239	....	....	....	341	49.0	167	2,892	37.1	1,072
Greene	9,065	58.1	5,272	1,587	75.2	1,193	849	58.6	498	6,629	54.0	3,581
Grundy	2,574	54.0	1,390	....	....	....	1,821	55.6	1,013	753	50.0	377
Hamblen	4,550	60.7	2,762	2,106	73.0	1,537	508	52.1	265	1,936	49.6	960
Hamilton	45,942	77.6	35,677	34,213	79.9	27,328	8,622	75.7	6,531	3,107	58.5	1,818
Hancock	2,343	35.2	825	....	....	....	149	30.3	45	2,194	35.5	780
Hardeman	5,033	38.7	1,946	....	....	....	1,746	55.5	969	3,287	29.7	977
Hardin	4,120	49.0	2,028	....	....	....	1,715	54.7	939	2,405	45.3	1,089
Hawkins	6,405	52.9	3,389	....	....	....	1,586	68.4	1,085	4,819	47.8	2,304
Haywood	6,541	32.0	2,096	1,193	54.2	647	441	38.7	170	4,907	26.1	1,279
Henderson	4,611	53.0	2,446	688	69.7	480	1,108	41.5	465	2,815	53.3	1,501
Henry	6,893	53.4	3,676	1,838	74.4	1,367	1,450	50.2	728	3,605	43.9	1,581
Hickman	3,391	50.0	1,695	....	....	....	1,116	54.3	606	2,275	47.9	1,089
Houston	1,512	50.9	771	....	....	....	506	63.6	322	1,006	44.6	449
Humphreys	2,958	46.1	1,368	....	....	....	1,039	55.6	578	1,919	41.1	790
Jackson	3,344	41.6	1,392	....	....	....	312	61.1	190	3,032	39.6	1,202
Jefferson	4,264	60.5	2,582	602	94.6	570	768	67.2	516	2,894	51.7	1,496
Johnson	2,825	44.3	1,254	....	....	....	691	48.8	337	2,134	43.0	917
Knox	43,990	78.6	34,573	28,601	82.9	23,723	8,747	76.7	6,713	6,642	62.3	4,137
Lake	3,046	43.4	1,321	....	....	....	1,014	62.4	633	2,032	33.9	688
Launderdale	5,961	46.0	2,743	779	59.9	466	1,031	54.9	566	4,151	41.2	1,711
Lawrence	6,533	49.7	3,253	998	76.8	766	1,554	56.7	881	3,981	40.3	1,606
Lewis	1,313	56.2	738	....	....	....	605	59.5	360	708	53.4	378
Lincoln	6,651	61.5	4,084	1,386	78.4	1,086	865	60.9	527	4,400	56.2	2,471
Loudon	4,571	66.0	3,011	1,789	82.3	1,472	755	69.2	522	2,027	50.2	1,017
McMinn	7,376	62.5	4,603	2,698	81.2	2,192	1,198	60.1	720	3,480	48.6	1,691
McNairy	4,846	44.5	2,155	....	....	....	1,673	51.6	864	3,173	40.7	1,291
Macon	3,691	48.4	1,784	....	....	....	654	62.0	405	3,037	45.4	1,379
Madison	14,360	59.9	8,588	7,174	70.2	5,036	2,353	68.7	1,615	4,833	40.1	1,937
Marion	4,286	57.7	2,474	....	....	....	3,237	60.6	1,961	1,049	48.9	513
Marshall	4,260	65.5	2,796	1,029	78.1	803	635	67.6	430	2,596	60.2	1,563
Maury	10,377	64.9	6,728	3,882	75.5	2,931	2,147	60.3	1,294	4,348	57.6	2,503
Meigs	1,395	50.3	702	....	....	....	172	68.6	118	1,223	47.7	584
Monroe	5,328	48.1	2,560	649	79.4	515	1,022	61.9	633	3,657	38.6	1,412
Montgomery	8,288	59.3	4,913	3,304	72.1	2,382	997	56.4	562	3,987	49.4	1,969
Moore	1,031	53.5	551	....	....	....	184	60.5	111	847	52.0	440
Morgan	3,085	52.3	1,614	....	....	....	1,379	61.9	854	1,706	44.5	760
Obion	8,268	65.8	5,439	2,088	74.4	1,554	2,327	56.8	1,322	3,853	66.5	2,563
Overton	4,064	31.0	1,263	....	....	....	1,034	43.0	444	3,030	27.0	819
Perry	1,770	54.1	958	....	....	....	624	54.3	339	1,146	54.0	619
Pickett	1,282	36.0	462	....	....	....	185	45.9	85	1,097	34.4	377
Polk	3,242	54.8	1,774	....	....	....	1,774	67.9	1,205	1,468	38.8	569
Putnam	6,036	47.6	2,866	1,118	85.4	955	1,511	49.4	747	3,407	34.2	1,164
Rhea	3,754	55.7	2,085	....	....	....	2,135	66.2	1,414	1,619	41.4	671
Roane	6,295	59.1	3,724	2,373	73.6	1,746	1,690	58.2	984	2,232	44.5	994
Robertson	7,182	56.4	4,049	1,716	63.2	1,084	1,301	64.9	844	4,165	50.9	2,121
Rutherford	8,381	60.8	5,090	2,746	72.6	1,993	1,101	63.5	699	4,534	52.9	2,398
Scott	3,349	44.6	1,492	....	....	....	1,823	51.6	940	1,526	36.2	552
Sequatchie	1,111	47.2	525	....	....	....	408	54.2	221	703	43.3	304
Sevier	5,078	48.5	2,462	....	....	....	1,246	66.5	829	3,832	42.6	1,633
Shelby	96,769	70.6	68,364	81,081	74.9	60,696	6,256	62.6	3,916	9,432	39.8	3,752
Smith	4,168	56.0	2,335	....	....	....	981	61.0	598	3,187	54.5	1,737
Stewart	3,049	51.3	1,566	....	....	....	770	58.8	453	2,279	48.8	1,113
Sullivan	16,079	75.3	12,102	7,015	85.9	6,026	4,470	74.1	3,314	4,594	60.1	2,762
Sumner	8,146	57.5	4,680	1,359	73.8	1,003	1,494	61.8	923	5,293	52.0	2,754
Tipton	6,775	45.6	3,095	1,010	65.0	656	840	46.2	388	4,925	41.6	2,051
Trousdale	1,534	61.2	939	....	....	....	485	67.2	326	1,049	58.5	613
Unicoi	3,050	58.3	1,783	805	89.8	723	1,094	54.7	598	1,151	40.1	462
Union	2,004	40.8	818	....	....	....	227	51.2	116	1,777	39.5	702
Van Buren	894	44.0	393	....	....	....	323	46.3	149	571	42.7	244
Warren	4,939	52.9	2,617	1,297	76.0	986	627	54.3	341	3,015	42.8	1,290
Washington	11,690	70.4	8,231	5,632	79.7	4,487	2,229	60.9	1,358	3,829	62.3	2,386
Wayne	3,081	40.4	1,242	....	....	....	991	56.9	564	2,090	32.4	678
Weakley	8,092	54.1	4,382	1,064	75.1	799	1,856	60.6	1,125	5,172	47.5	2,458
White	3,733	43.5	1,628	646	81.1	524	700	37.7	264	2,387	35.2	840
Williamson	6,080	57.4	3,487	1,208	72.5	876	710	65.9	468	4,162	51.5	2,143
Wilson	6,699	60.0	4,016	1,666	73.1	1,217	1,033	62.3	643	4,000	53.9	2,156
State Total	714,894	62.5	446,943	276,056	77.7	214,362	152,197	65.1	99,046	286,641	46.6	133,535

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Chattanooga	33,471	79.6	26,635
Knoxville	28,601	82.9	23,723
Memphis	81,081	74.9	60,696
Nashville	45,804	80.5	36,890

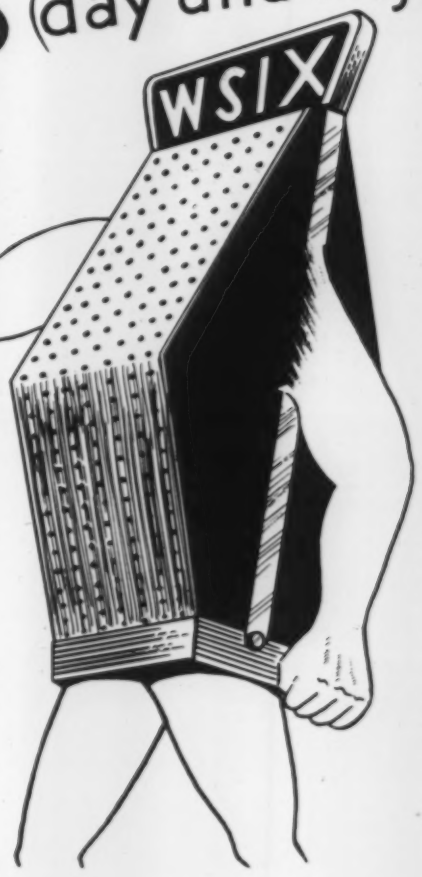
Broadcasting Stations

City	Call Letters	Freq. in Kc.	Power in Watts
BRISTOL	WOPI	1490	250
CHATTANOOGA	WAPO	1150	5,000-LS 1,000-N
	WDEF	1400	250
	WDOD	1310	5,000-U
CLARKSVILLE	WJZM	1400	250
COOKEVILLE	WHUB	1400	250
JACKSON	WTJS	1390	1,000
JOHNSON CITY	WJHL	910	1,000
KINGSPORT	WKPT	1400	250
KNOXVILLE	WBIR	1240	250
	WNOX	990	10,000
	WROL	620	1,000-LS 500-N
MEMPHIS	WHBQ	1400	250
	WMC	790	5,000-LS 1,000-N CP-5,000-U
	WMPS	1460	1,000-LS 500-N
	WREC	600	5,000
NASHVILLE	WLAC	1510	50,000
	WSIX	980	5,000
	WSM	650	50,000

XUM

5,000 WATTS (day and night)

980 KC



WSIX

for COVERAGE

of the rich Nashville area

● From Nashville, WSIX covers the rich Nashville area of Middle Tennessee, plus a good slice of Southern Kentucky, with its new 5,000-watt power on 980 kilocycles. And when we say "cover", we *mean* cover.

Here's a whopping big market, making money as never before, ready for whatever you have to sell—and covered to your complete satisfaction via one medium.

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5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

TEXAS

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Anderson	9,643	53.6	5,176	3,536	73.3	2,591	1,726	61.2	1,057	4,381	34.9	1,528
Andrews	352	76.1	268	....	....	....	241	79.7	192	111	68.2	76
Angelina	8,525	59.6	5,091	2,803	73.9	2,071	2,643	60.3	1,593	3,079	46.3	1,427
Aransas	960	59.7	572	108	46.7	50	687	64.3	442	165	48.7	80
Archer	1,967	74.1	1,459	....	....	....	1,390	77.8	1,081	577	65.5	378
Armstrong	699	83.6	585	....	....	....	261	83.7	219	438	83.5	366
Atascosa	4,104	41.0	1,683	....	....	....	1,800	49.0	881	2,304	34.8	802
Austin	4,772	42.9	2,047	....	....	....	1,749	59.5	1,040	3,028	33.3	1,007
Bailey	1,592	65.4	1,042	....	....	....	504	68.4	345	1,088	64.1	697
Bandera	1,212	59.4	720	....	....	....	470	61.8	291	742	57.9	429
Bastrop	5,512	42.5	2,341	969	61.6	597	1,672	54.7	914	2,871	28.9	830
Baylor	2,025	67.9	1,375	952	76.4	727	130	62.6	81	943	60.1	567
Bee	3,971	56.6	2,246	1,746	65.1	1,136	790	60.9	481	1,435	43.8	629
Bell	12,145	66.6	8,081	5,304	77.1	4,087	1,673	67.8	1,134	5,168	55.3	2,860
Bexar	84,692	76.1	64,431	67,579	77.4	52,293	12,393	78.4	9,711	4,720	51.4	2,427
Blanco	1,159	64.7	750	....	....	....	362	76.6	277	797	59.3	473
Borden	344	63.2	217	....	....	....	43	61.5	26	301	63.4	191
Bosque	4,297	67.3	2,894	....	....	....	1,780	74.8	1,331	2,517	62.1	1,563
Bowie	13,432	58.2	7,829	5,041	75.0	3,783	2,125	55.6	1,182	6,266	45.7	2,864
Brazoria	6,567	63.2	4,112	1,350	90.0	1,216	2,811	68.0	1,912	2,346	41.9	984
Brazos	7,198	55.3	3,978	3,456	69.5	2,400	1,001	68.7	687	2,741	32.5	891
Brewster	1,626	53.6	869	977	61.8	604	369	37.7	139	280	45.0	126
Briscoe	1,066	66.1	704	....	....	....	465	74.8	348	601	59.2	356
Brooks	1,343	34.9	469	....	....	....	828	39.8	330	515	27.0	139
Brown	7,288	71.1	5,183	3,920	79.1	3,101	774	65.3	505	2,594	60.8	1,577
Burleson	4,679	35.9	1,681	....	....	....	1,583	54.3	859	3,096	26.6	822
Burnet	2,880	62.9	1,811	....	....	....	1,174	68.2	801	1,706	59.2	1,010
Caldwell	6,012	53.1	3,190	2,665	67.3	1,793	980	68.4	671	2,367	30.7	726
Calhoun	1,509	52.8	798	....	....	....	969	58.1	563	540	43.6	235
Callahan	3,140	63.9	2,009	....	....	....	1,391	73.7	1,026	1,749	56.2	983
Cameron	19,721	48.9	9,644	11,071	53.7	5,949	3,550	42.8	1,521	5,100	42.6	2,174
Camp	2,665	49.3	1,313	882	57.9	511	147	61.3	90	1,636	43.5	712
Carson	1,757	87.5	1,537	....	....	....	1,242	88.4	1,097	515	85.4	440
Cass	8,153	45.1	3,683	....	....	....	2,980	58.8	1,751	5,173	37.4	1,932
Castro	1,134	75.9	861	....	....	....	358	78.3	280	776	74.8	581
Chambers	2,097	65.2	1,367	....	....	....	1,580	68.0	1,074	517	56.7	293
Cherokee	10,603	50.2	5,337	2,908	69.3	2,015	1,869	51.3	959	5,826	40.6	2,363
Childress	3,321	72.5	2,407	1,877	77.8	1,461	228	71.2	162	1,216	64.5	784
Clay	3,403	64.4	2,193	....	....	....	1,557	67.5	1,051	1,846	61.9	1,142
Cochran	886	63.1	560	....	....	....	406	63.5	258	480	62.9	302
Coke	1,235	58.9	728	....	....	....	402	60.5	243	833	58.2	485
Coleman	5,457	67.9	3,704	1,668	74.2	1,238	1,052	67.0	704	2,737	64.4	1,762
Collin	12,698	71.0	9,017	2,533	77.8	1,971	2,139	72.3	1,547	8,026	68.5	5,499
Collingsworth	2,722	67.0	1,824	914	69.5	635	236	70.6	167	1,572	65.0	1,022
Colorado	4,716	45.1	2,128	....	....	....	2,423	56.8	1,376	2,293	32.8	752
Comal	3,305	65.1	2,149	1,966	73.5	1,445	365	58.5	214	974	50.3	490
Comanche	5,282	66.2	3,494	960	72.2	693	1,135	70.2	797	3,187	62.9	2,004
Concho	1,571	65.9	1,036	....	....	....	684	63.7	436	887	67.6	600
Cooke	6,376	74.7	4,763	2,725	79.2	2,158	534	74.2	396	3,117	70.9	2,209
Coryell	5,121	61.2	3,134	957	74.2	710	876	64.7	567	3,288	56.5	1,857
Cottle	1,900	66.2	1,258	787	74.0	582	52	58.8	31	1,061	60.8	645
Crane	806	81.7	657	....	....	....	764	82.3	629	42	67.6	28
Crockett	719	63.2	454	....	....	....	581	60.2	350	138	75.6	104
Crosby	2,654	72.2	1,915	....	....	....	1,112	71.9	799	1,542	72.3	1,116
Culberson	447	53.8	240	....	....	....	377	53.4	201	70	55.9	39
Dallam	1,732	78.2	1,354	1,184	83.6	989	179	68.3	122	369	65.7	243
Dallas	113,020	85.0	96,130	92,054	87.8	80,822	15,031	76.9	11,561	5,935	63.1	3,747
Dawson	3,990	68.4	2,730	1,634	70.5	1,151	284	56.9	162	2,072	68.4	1,417
Deaf Smith	1,600	81.5	1,304	738	86.7	640	128	70.8	91	734	78.0	573
Delta	3,347	69.1	2,311	738	80.2	592	573	59.8	343	2,036	67.6	1,376
Denton	9,243	74.2	6,856	3,279	86.3	2,831	1,940	68.3	1,326	4,024	67.1	2,699
De Witt	6,490	50.3	3,265	2,133	62.7	1,337	1,064	56.4	600	3,293	40.3	1,328
Dickens	2,020	67.4	1,363	....	....	....	833	75.3	627	1,187	62.0	736
Dimmit	1,909	37.9	726	....	....	....	1,252	34.8	435	657	44.3	291
Donley	1,996	75.7	1,511	....	....	....	983	77.1	758	1,013	74.3	753
Duval	4,718	50.0	2,360	1,244	54.0	672	2,000	71.4	1,428	1,474	17.7	260
Eastland	8,372	68.0	5,693	3,867	75.8	2,931	1,860	69.2	1,287	2,645	55.8	1,475
Ector	4,445	80.3	3,568	2,875	81.5	2,343	1,516	78.8	1,194	54	56.6	31
Edwards	779	63.5	494	....	....	....	361	66.3	239	418	61.1	255
Ellis	12,918	64.1	8,288	4,628	75.5	3,492	2,421	67.4	1,631	5,869	53.9	3,165
El Paso	31,604	73.1	23,088	24,831	77.5	19,244	4,643	58.2	2,703	2,130	53.6	1,141
Erath	5,830	62.2	3,622	2,232	79.1	1,766	490	53.1	260	3,108	51.3	1,596
Falls	8,857	47.5	4,203	1,815	62.4	1,132	2,015	49.3	993	5,027	41.3	2,078
Fannin	11,007	68.9	7,581	1,939	82.5	1,599	2,772	66.7	1,850	6,296	65.6	4,132
Fayette	7,555	42.5	3,209	772	69.5	536	1,812	59.3	1,074	4,971	32.2	1,599
Fisher	3,265	64.3	2,099	....	....	....	1,272	66.8	850	1,993	62.7	1,249
Floyd	2,814	76.6	2,156	809	78.6	636	456	72.7	332	1,549	76.7	1,188
Foard	1,386	65.4	908	....	....	....	641	66.1	425	745	64.8	483
Fort Bend	7,709	43.5	3,355	989	66.3	656	2,398	64.5	1,548	4,322	26.6	1,151
Franklin	2,255	61.3	1,383	....	....	....	709	66.8	473	1,546	58.8	910
Freestone	5,440	42.6	2,324	950	70.1	666	1,186	58.3	691	3,304	29.3	967
Frio	2,138	39.2	840	785	37.6	295	451	43.3	195	902	38.8	350
Gaines	2,243	69.9	1,570	973	78.2	761	768	70.5	541	502	53.5	268
Galveston	22,150	82.9	18,363	18,079	84.8	15,325	3,053	76.8	2,344	1,018	68.2	694
Garza	1,522	73.7	1,122	....	....	....	694	78.2	543	828	70.0	579
Gillespie	2,813	57.8	1,624	1,030	69.7	718	288	54.5	157	1,495	50.1	749
Glasscock	323	81.2	263	....	....	....	144	87.2	126	179	76.4	137
Goliad	2,087	37.8	789	....	....	....	674	52.0	351	1,413	31.0	438
Gonzales	6,266	46.7	2,930	1,171	61.9	725	1,253	57.3	718	3,842	38.7	1,487
Gray	6,763	86.0	5,816	3,810	87.8	3,345	2,239	86.3	1,933	714	75.4	538
Grayson	19,497	76.2	14,851	9,813	82.6	8,106	3,497	71.3	2,495	6,187	68.7	4,250
Gregg	16,287	69.8	11,368	7,466	75.5	5,640	7,311	70.0	5,118	1,510	40.4	610
Grimes	5,599	38.8	2,174	1,694	54.4	922	823	55.8	459	3,082	25.7	793
Guadalupe	6,240	50.1	3,127	1,896	65.1	1,234	865	61.1	528	3,479	39.2	1,365
Hale	5,056	78.8	3,982	2,361	84.0	1,984	797	75.1	599	1,898	73.7	1,399
Hall	3,208	63.8	2,049	1,127	69.6	785	702	59.8	420	1,379	61.2	844
Hamilton	3,705	64.1	2,372	837	81.7	683	785	61.0	448	2,133	58.2	1,241
Hansford	737	80.2	591	....	....	....	420	82.8	348	317	76.8	243
Hardeman	3,008	72.0	2,165	1,053	77.6	817	720	73.7	531	1,235	66.2	817
Hardin	4,228	56.8	2,397	735	66.6	490	2,108	60.8	1,281	1,385	45.2	626

(Continued on page 92)

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Abilene	7,450	87.0	6,479
Amarillo	14,479	91.9	13,305
Austin	22,519	78.9	17,775
Beaumont	16,199	77.6	12,568
Corpus Christi	15,608	72.6	11,335
Dallas	84,091	87.1	73,218
El Paso	24,831	77.5	19,244
Fort Worth	51,620	85.5	44,111
Galveston	16,474	84.8	13,968
Houston	107,530	85.7	92,165
Laredo	8,523	45.9	3,912
Lubbock	8,674	84.9	7,364
Port Arthur	12,401	84.3	10,450
San Angelo	7,233	79.8	5,775
San Antonio	65,745	76.8	50,505
Tyler	8,037	82.1	6,597
Waco	15,870	78.5	12,465
Wichita Falls	13,057	84.6	11,048

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
ABILENE	KRBC 1450	250
AMARILLO	KFDA 1230	250
	KGNC 1440	5,000-LS 1,000-N
AUSTIN	KNOW 1490	250
	KTBC 1150 SH-WTAW	1,000-D
BEAUMONT	KFDM 560	1,000
	KRIC 1450	250
BIG SPRING	KBST 1490	100
BRADY	KNEL 1490	250-LS 100-N
BROWNSVILLE	KEEW 1490	250-LS 100-N
BROWNWOOD	KBWD 1380	1,000-LS 500-N
COLLEGE STATION	*WTAW 1150 SH-KTBC	1,000-D
CORPUS CHRISTI	KEYS 1490	250
	KRIS 1360	1,000
CORSICANA	KAND 1340	250
DALLAS	KRLD 1080	50,000
	KSKY 660	1,000-D
	WFAA 820 ST-WBAP	50,000
	WRR 1310	5,000
DENTON	KDNT 1450	100

(Continued on page 92)

The Taylor-Howe-Snowden Group

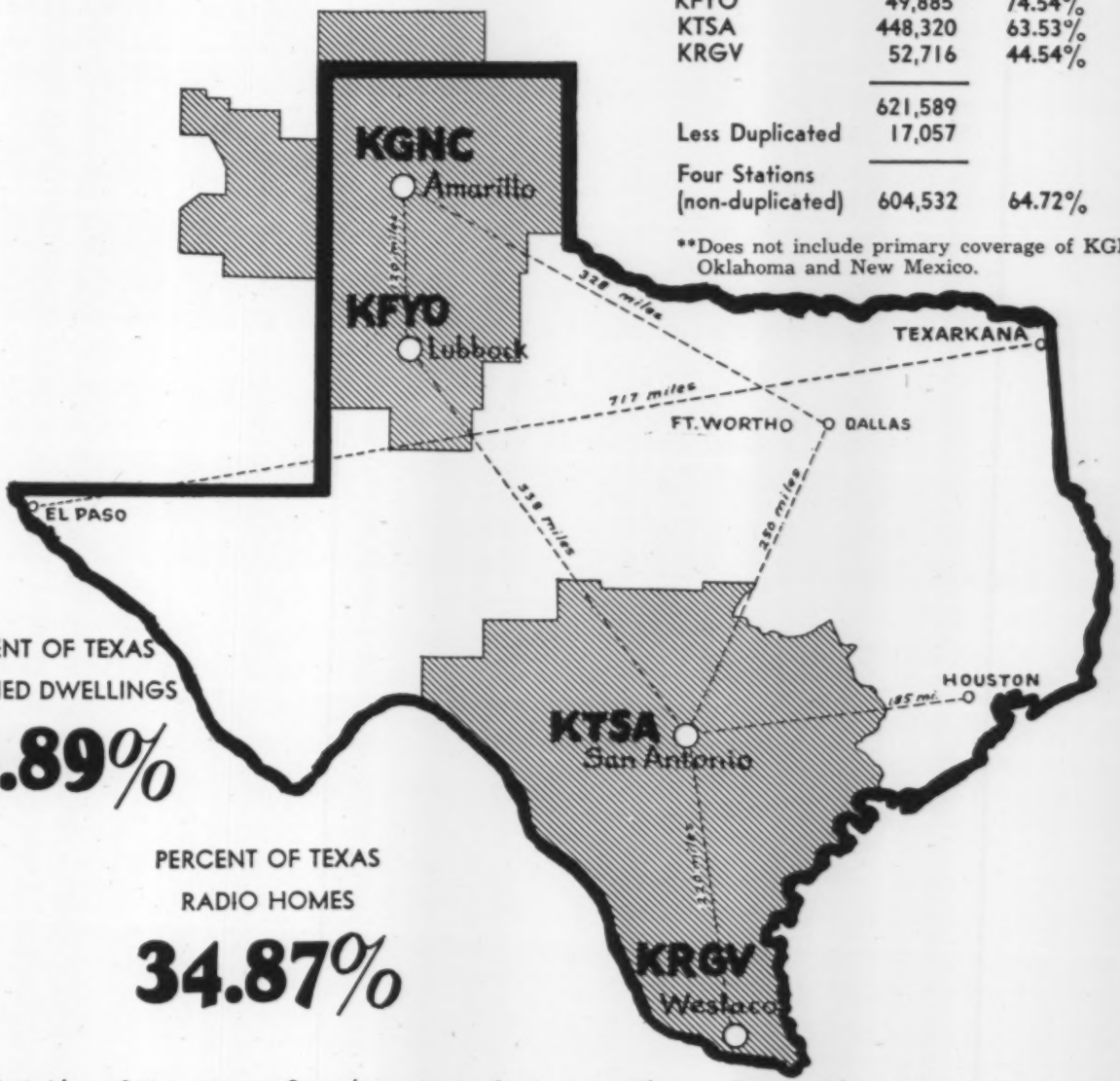
GIVES YOU

Primary COVERAGE OF 4 Primary TEXAS MARKETS!

1940 CENSUS—RADIO HOMES IN TEXAS

	Dwelling Units	% Radio	Radio Units
KGNC**	70,668	81.34%	57,486
KFYO	49,885	74.54%	37,188
KTSA	448,320	63.53%	284,832
KRGV	52,716	44.54%	23,481
	621,589		402,987
Less Duplicated	17,057		11,716
Four Stations (non-duplicated)	604,532	64.72%	391,271

**Does not include primary coverage of KGNC in Oklahoma and New Mexico.



Get the Attractive Combination Rate on These Four Close-Knit Stations

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX Dls 297

TEXAS—(Continued)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Harris	146,403	82.4	120,628	115,028	85.9	98,791	23,666	73.1	17,289	7,709	59.0	4,548
Harrison	12,727	45.3	5,754	5,173	68.1	3,520	1,903	51.7	983	5,651	22.1	1,251
Hartley	478	82.3	394	68	98.5	67	151	87.8	133	259	75.0	194
Haskell	3,962	67.1	2,659	862	65.4	564	795	68.1	542	2,305	67.4	1,553
Hays	3,710	55.5	2,057	1,601	66.2	1,060	610	58.9	359	1,499	42.5	638
Hemphill	1,137	72.6	825	....	....	....	715	77.5	554	422	64.2	271
Henderson	8,069	53.2	4,296	1,386	72.2	1,000	2,027	61.2	1,241	4,656	44.1	2,055
Hidalgo	23,782	44.4	10,554	11,543	48.0	5,545	4,263	36.4	1,552	7,976	43.3	3,457
Hill	10,317	62.9	6,489	2,291	71.1	1,629	2,681	66.0	1,769	5,345	57.8	3,091
Hockley	3,179	72.6	2,308	834	74.5	621	398	69.6	277	1,947	72.4	1,410
Hood	1,803	56.5	1,020	....	....	....	607	67.9	412	1,196	50.8	608
Hopkins	8,002	63.6	5,087	1,973	74.4	1,468	1,032	63.6	656	4,997	59.3	2,963
Houston	7,733	37.6	2,905	1,359	59.3	806	1,066	56.6	603	5,308	28.2	1,496
Howard	5,440	78.7	4,280	3,413	80.6	2,751	962	78.3	753	1,065	72.9	776
Hudspeth	815	43.6	355	....	....	....	430	55.4	238	385	30.4	117
Hunt	13,314	74.1	9,862	5,484	82.3	4,512	2,032	71.6	1,455	5,798	67.2	3,895
Hutchinson	5,289	88.0	4,655	2,892	83.6	2,417	1,859	93.8	1,743	538	92.0	495
Irion	562	63.2	355	....	....	....	363	59.2	215	199	70.6	140
Jack	2,758	60.4	1,664	....	....	....	1,364	72.5	989	1,394	48.4	675
Jackson	2,846	55.2	1,571	779	66.8	521	698	60.3	421	1,369	46.0	629
Jasper	4,351	45.4	2,021	949	61.6	584	1,465	47.3	693	1,937	38.4	744
Jeff Davis	580	48.1	279	....	....	....	419	46.0	193	161	53.5	86
Jefferson	39,163	80.0	31,338	28,600	80.5	23,024	8,788	80.4	7,064	1,775	70.4	1,250
Jim Hogg	1,216	47.9	583	....	....	....	959	53.9	517	257	25.5	66
Jim Wells	4,735	50.3	2,383	1,946	62.2	1,211	868	47.0	408	1,921	39.8	764
Johnson	8,623	70.6	6,082	3,208	78.8	2,527	1,931	71.8	1,386	3,484	62.3	2,169
Jones	6,179	69.0	4,271	1,825	78.4	1,038	2,013	70.1	1,411	2,841	64.1	1,822
Karnes	4,240	42.1	1,788	756	58.1	439	979	52.1	510	2,505	33.5	839
Kaufman	9,200	58.9	5,416	3,002	70.7	2,123	2,027	54.6	1,107	4,171	52.4	2,186
Kendall	1,507	57.6	868	....	....	....	665	60.5	402	842	55.3	466
Kenedy	134	24.6	33	....	....	....	50	30.2	15	84	21.7	18
Kent	874	57.9	505	....	....	....	306	63.9	195	568	54.6	310
Kerr	3,135	71.8	2,252	1,540	79.9	1,230	641	68.9	441	954	60.9	581
Kimble	1,368	65.2	893	....	....	....	686	65.2	447	682	65.3	446
King	267	80.1	214	....	....	....	98	79.6	78	169	80.4	136
Kinney	897	47.9	430	606	45.3	275	95	46.2	44	196	56.6	111
Kleberg	3,227	61.9	1,999	2,035	66.9	1,362	539	57.5	310	653	50.0	327
Knox	2,560	63.9	1,635	....	....	....	1,191	69.4	826	1,369	59.1	809
Lamar	13,048	61.5	8,027	5,250	75.3	3,952	1,932	59.5	1,149	5,866	49.9	2,926
Lamb	4,567	70.2	3,206	1,044	68.3	713	888	72.2	641	2,635	70.3	1,852
Lampasas	2,673	67.8	1,812	1,041	68.5	713	461	60.1	308	1,171	67.6	791
LaSalle	1,898	30.1	570	864	32.1	277	444	27.3	121	590	29.2	172
Lavaca	6,612	43.1	2,862	794	74.1	588	1,574	59.2	932	4,244	31.6	1,342
Lee	3,048	39.5	1,205	....	....	....	973	61.1	594	2,075	29.5	611
Leon	4,457	36.0	1,602	....	....	....	1,276	59.1	754	3,181	26.7	848
Liberty	6,405	52.4	3,365	904	73.1	661	3,356	57.6	1,934	2,145	35.9	770
Limestone	8,866	52.1	4,622	1,884	64.3	1,211	2,175	61.5	1,338	4,807	43.1	2,073
Lipscomb	1,002	80.4	805	....	....	....	517	82.2	425	485	78.5	380
Live Oak	2,256	51.8	1,169	....	....	....	870	66.1	575	1,386	42.8	594
Llano	1,695	67.9	1,152	767	68.2	523	208	58.0	121	720	70.5	508
Loving	86	84.0	72	....	....	....	72	82.6	59	14	91.7	13
Lubbock	13,819	82.1	11,345	9,697	84.2	8,165	1,287	77.6	998	2,835	77.0	2,182
Lynn	3,085	57.0	2,221	....	....	....	1,158	71.5	828	1,927	72.3	1,393
McCulloch	3,498	68.0	2,380	1,412	75.3	1,063	618	60.1	371	1,468	64.4	946
McLennan	27,326	71.2	19,443	16,689	78.0	13,014	4,606	68.9	3,174	6,031	54.0	3,255
McMullen	364	54.4	198	....	....	....	146	54.1	79	218	54.6	119
Madison	3,050	32.5	991	....	....	....	1,004	46.1	463	2,046	25.8	528
Marion	2,843	34.7	982	812	55.4	450	332	45.5	151	1,699	22.4	381
Martin	1,370	63.0	863	....	....	....	373	71.4	266	997	59.9	597
Mason	1,514	69.3	1,050	....	....	....	726	66.4	482	788	72.0	568
Matagorda	5,302	50.2	2,665	1,881	63.6	1,195	1,611	53.2	857	1,810	33.8	613
Maverick	2,171	41.6	903	1,385	41.4	573	374	42.3	158	412	41.8	172
Medina	3,872	51.5	1,995	....	....	....	1,822	52.6	958	2,050	50.6	1,037
Menard	1,225	67.0	821	....	....	....	711	63.7	453	514	71.7	368
Midland	3,323	74.2	2,467	2,715	77.5	2,103	105	65.7	69	503	58.7	295
Milam	8,272	48.5	4,024	1,415	62.7	887	1,858	59.6	1,107	4,999	40.6	2,030
Mills	2,150	62.0	1,333	....	....	....	657	67.6	444	1,493	59.6	889
Mitchell	3,332	66.9	2,226	1,466	70.2	1,029	440	69.8	307	1,426	62.4	890
Montague	5,433	64.9	3,528	1,779	81.9	1,458	1,121	67.3	755	2,533	51.9	1,315
Montgomery	6,009	50.0	3,006	1,343	64.3	864	2,165	54.0	1,169	2,501	38.9	973
Moore	1,204	89.9	1,083	....	....	....	1,078	89.2	962	126	95.8	121
Morris	2,426	41.5	1,011	....	....	....	869	55.1	479	1,557	34.2	532
Motley	1,325	65.1	863	....	....	....	644	64.2	413	681	66.1	450
Nacogdoches	8,829	49.7	4,419	2,151	75.7	1,629	2,332	49.3	1,150	4,346	37.7	1,640
Navarro	13,502	58.7	7,924	4,490	73.0	3,279	2,823	61.2	1,728	6,189	47.1	2,917
Newton	3,254	36.1	1,177	....	....	....	1,544	50.6	781	1,710	23.0	396
Nolan	4,644	75.2	3,487	2,811	77.5	2,179	677	72.1	488	1,156	71.0	820
Nueces	23,993	65.7	15,753	17,147	70.4	12,076	3,591	60.8	2,185	3,255	45.8	1,492
Ochiltree	1,136	85.8	974	....	....	....	688	87.4	601	448	83.3	373
Oldham	353	90.3	318	....	....	....	229	91.4	209	124	88.1	109
Orange	4,598	65.7	3,022	2,060	70.3	1,448	1,316	58.0	764	1,222	66.3	810
Palo Pinto	5,116	74.8	3,814	1,862	89.1	1,660	1,808	66.5	1,203	1,446	65.8	951
Panola	5,357	38.7	2,078	....	....	....	1,418	56.9	807	3,939	32.3	1,271
Parker	5,612	62.6	3,510	1,788	77.4	1,384	1,009	58.2	587	2,815	54.7	1,539
Parmer	1,504	78.1	1,175	....	....	....	542	77.3	419	962	78.6	756
Pecos	2,029	65.6	1,332	786	64.5	507	754	78.5	592	489	47.6	233
Polk	5,163	47.1	2,432	....	....	....	2,878	58.4	1,680	2,285	32.9	752
Potter	15,047	91.5	13,773	13,986	91.7	12,826	733	88.5	649	328	90.8	298
Presidio	2,187	37.4	816	898	54.7	491	892	27.1	242	397	20.9	83
Rains	1,800	53.9	970	....	....	....	469	56.8	266	1,331	52.9	704
Randall	2,011	87.6	1,763	1,273	91.9	1,169	73	87.1	64	665	79.8	530
Reagan	568	87.2	496	....	....	....	482	87.0	420	86	88.1	76
Real	660	50.8	335	....	....	....	321	46.8	150	339	54.6	185
Red River	7,491	50.5	3,778	1,191	67.9	808	1,489	53.2	792	4,811	45.3	2,178
Reeves	2,049	60.2	1,232	1,265	66.3	839	423	56.6	239	361	42.6	154
Refugio	2,617	64.1	1,674	1,057	67.3	711	896	75.8	679	664	42.8	284
Roberts	360	83.2	300	....	....	....	200	86.5	173	160	79.4	127
Robertson	6,291	41.0	2,578	963	65.2	628	1,646	52.8	869	3,682	29.4	1,081
Rockwall	1,953	60.1	1,177	....	....	....	871	72.8	634	1,082	50.2	543
Runnels	4,922	70.7	3,483	1,188	72.4	860	1,266	72.7	921	2,468	69.0	1,702

Broadcasting Stations—*Continued*

City	Call Letters Freq. in Kc.	Power in Watts
EL PASO	KROD 600	1,000-LS 500-N
	KTSM 1380	1,000-LS 500-N
FORT WORTH	KFJZ 1270	5,000
	KGKO 570	5,000
	WBAP 820 ST-WFAA	50,000
GALVESTON	KLUF 1400	250
HARLINGEN	KGBS 1240	250
HOUSTON	KPRC 950	5,000
	KTRH 1320 CP-740	5,000-LS 1,000-N CP-5,000-U CP-50,000-U (740)
	KXYZ 1470 CP-1320	1,000 CP-5,000
HUNTSVILLE	KSAM 1490	250-D
KILGORE	KOCA 1240	250
LAREDO	KPAB 1490	250
LONGVIEW	KFRO 1370	1,000
LUBBOCK	KFYO 1340	250
LUFKIN	KRBA 1340	250
MIDLAND	KRLH 1230	250
PALESTINE	KNET 1450	100-D
PAMPA	KPDN 1340	100
PARIS	KPLT 1490	250
PECOS	KIUN 1400	100
PORT ARTHUR	KPAC 1250	500
SAN ANGELO	KGKL 1400	250
SAN ANTONIO	KABC 1450	250
	KMAC 1240	250
	KONO 1400	250
	KTSA 550	5,000-LS 1,000-N
	WOAI 1200	50,000
SHERMAN	KRRV 910	1,000
SWEETWATER	KXOX 1240	250
TEMPLE	KTEM 1400	250
TEXARKANA	KCMC 1450	250
TYLER	KGKB 1490	250
VERNON	KVWC 1490	250
VICTORIA	KVIC 1340	250
WACO	WACO 1450	250
WESLACO	KRGV 1290	1,000
WICHITA FALLS	KWFT 620	5,000-LS 1,000-N

(Continued on page 93)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
[illegible]	12,971	57.2	7,406	1,969	68.4	1,346	5,918	71.5	4,230	5,084	36.0	1,830
[illegible]	2,736	39.3	1,080	....	....	....	1,015	52.0	528	1,721	32.1	552
San Augustine	2,926	32.3	939	....	....	....	708	53.1	376	2,218	25.4	563
San Jacinto	2,296	21.0	483	....	....	....	663	30.4	202	1,633	17.2	281
San Patricio	7,129	58.7	4,192	2,673	66.0	1,763	2,098	62.8	1,317	2,358	47.2	1,112
San Saba	2,883	62.9	1,813	817	68.5	559	597	53.1	317	1,469	63.8	937
Schleicher	845	62.0	523	....	....	....	453	62.1	281	392	61.9	242
Scurry	3,090	68.3	2,109	1,118	73.5	821	347	66.2	230	1,625	65.1	1,058
Shackelford	1,701	77.1	1,312	....	....	....	1,173	77.9	914	528	75.5	398
Shelby	7,395	44.0	3,253	897	69.9	627	1,521	48.6	739	4,977	37.9	1,887
Sherman	540	81.6	441	....	....	....	292	85.8	249	248	77.2	192
Smith	18,089	64.2	11,613	8,037	82.1	6,597	3,623	68.0	2,465	6,429	39.7	2,551
Somervell	834	52.4	436	....	....	....	353	63.2	223	481	44.3	213
Starr	2,555	25.7	658	....	....	....	1,670	35.2	587	885	8.1	71
Stephens	3,568	72.5	2,591	1,777	78.6	1,396	940	70.5	663	851	62.5	532
Sterling	399	73.7	295	....	....	....	250	75.1	188	149	71.5	107
Stonewall	1,367	60.1	821	....	....	....	438	69.1	303	929	55.8	518
Sutton	1,022	56.1	573	632	58.6	370	74	33.8	25	316	36.3	178
Swisher	1,768	81.9	1,446	....	....	....	856	87.9	752	912	76.1	694
Tarrant	64,512	83.2	53,708	52,815	85.5	45,156	6,964	74.9	5,214	4,733	70.5	3,338
Taylor	11,757	80.3	9,444	7,450	87.0	6,479	2,117	74.1	1,569	2,190	63.8	1,396
Terrell	753	52.3	395	....	....	....	579	51.4	298	174	55.6	97
Terry	2,863	70.0	2,004	1,112	74.4	827	196	77.2	151	1,555	66.0	1,026
Throckmorton	1,134	66.7	756	....	....	....	489	67.5	330	645	66.1	426
Titus	5,085	55.4	2,819	1,314	66.8	878	1,152	76.3	755	2,619	45.3	1,186
Tom Green	10,503	75.6	7,936	7,233	79.8	5,775	1,614	62.5	1,009	1,656	69.6	1,152
Travis	28,070	73.5	20,627	22,519	78.9	17,775	1,864	60.5	1,128	3,687	46.8	1,724
Trinity	3,358	43.8	1,468	....	....	....	1,584	52.1	825	1,774	36.2	643
Tyler	2,942	48.0	1,412	....	....	....	1,208	58.0	701	1,734	41.0	711
Upshur	6,484	52.8	3,427	934	67.3	629	1,502	63.2	949	4,048	45.7	1,849
Upton	1,263	81.4	1,028	781	80.6	629	397	84.1	334	85	76.2	65
Uvalde	3,356	54.2	1,819	1,641	52.4	859	819	53.1	435	896	58.6	525
Val Verde	3,664	52.7	1,931	3,084	52.9	1,632	173	46.2	80	407	53.8	219
Van Zandt	7,996	63.4	5,072	....	....	....	2,723	74.5	2,029	5,273	57.7	3,043
Victoria	6,189	62.2	3,847	3,294	72.7	2,396	943	54.9	518	1,952	47.8	933
Walker	4,562	44.8	2,039	1,000	81.0	810	1,389	47.0	653	2,173	26.5	576
Waller	2,739	36.6	999	....	....	....	1,105	51.6	570	1,634	26.2	429
Ward	2,612	70.5	1,842	1,139	77.8	886	1,133	74.3	841	340	33.9	115
Washington	6,624	35.6	2,367	1,912	65.7	1,256	628	39.4	248	4,084	21.1	863
Webb	10,025	44.5	4,465	8,523	45.9	3,912	642	62.3	400	860	17.8	153
Wharton	9,314	51.4	4,790	2,468	72.5	1,789	2,249	59.9	1,347	4,597	36.0	1,654
Wheeler	3,232	70.4	2,276	895	80.2	718	904	74.4	673	1,433	61.8	885
Wichita	19,954	82.2	16,407	15,423	84.3	13,009	3,081	75.2	2,317	1,450	74.6	1,081
Wilbarger	5,478	75.7	4,146	2,663	77.8	2,073	858	85.7	735	1,957	68.4	1,338
Willacy	3,106	44.0	1,369	1,008	52.3	527	615	44.4	273	1,483	38.3	569
Williamson	10,962	59.8	6,558	3,326	72.9	2,425	2,252	63.0	1,419	5,384	50.4	2,714
Wilson	3,872	39.0	1,512	....	....	....	1,384	51.9	719	2,483	31.9	793
Winkler	1,763	77.7	1,370	750	75.6	567	969	80.0	775	44	62.8	28
Wise	5,140	62.5	3,220	758	78.6	596	1,575	65.4	1,030	2,807	56.8	1,594
Wood	6,274	58.2	3,651	933	68.9	643	1,606	66.6	1,070	3,735	51.9	1,938
Yoakum	1,494	68.1	1,017	....	....	....	1,232	70.7	871	262	55.7	146
Young	5,179	72.5	3,753	2,473	83.4	2,062	972	67.0	651	1,734	60.0	1,040
Zapata	859	20.0	171	....	....	....	613	25.6	157	246	5.8	14
Zavala	2,439	31.1	760	1,327	32.0	424	268	39.7	107	844	27.1	229
State Total	1,678,396	66.9	1,122,042	802,601	78.6	630,911	359,745	65.7	236,144	516,050	49.4	254,987

HERE ARE SOME FIGURES THE CENSUS DOESN'T SHOW

WOAI's predominant position in key cities of the Central and South Texas market is convincingly revealed by the latest Hooper Listening Indexes for San Antonio, Austin and Corpus Christi. Use WOAI to blanket this rich section — at lowest cost per listener.

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WOAI San Antonio

LATEST HOOPER STATION LISTENING INDEXES

San Antonio — Austin — Corpus Christi

SAN ANTONIO	WOAI	Station "B"	Station "C"	Station "D"	Station "E"	Others
Total Index 8 A. M.—10:30 P. M.	61.0	18.7	8.7	6.4	4.8	0.4

AUSTIN	WOAI	Station "F"	Station "G"	Station "B"	Station "H"	Others
Total Index 8 A. M.—10:30 P. M.	52.1	27.1	13.2	4.6	3.1	5.8

CORPUS CHRISTI	WOAI	Station "I"	Station "J"	Station "H"	Station "B"	Others
Total Index 8 A. M.—10:30 P. M.	21.2	51.7	15.9	2.6	2.2	6.4

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

UTAH

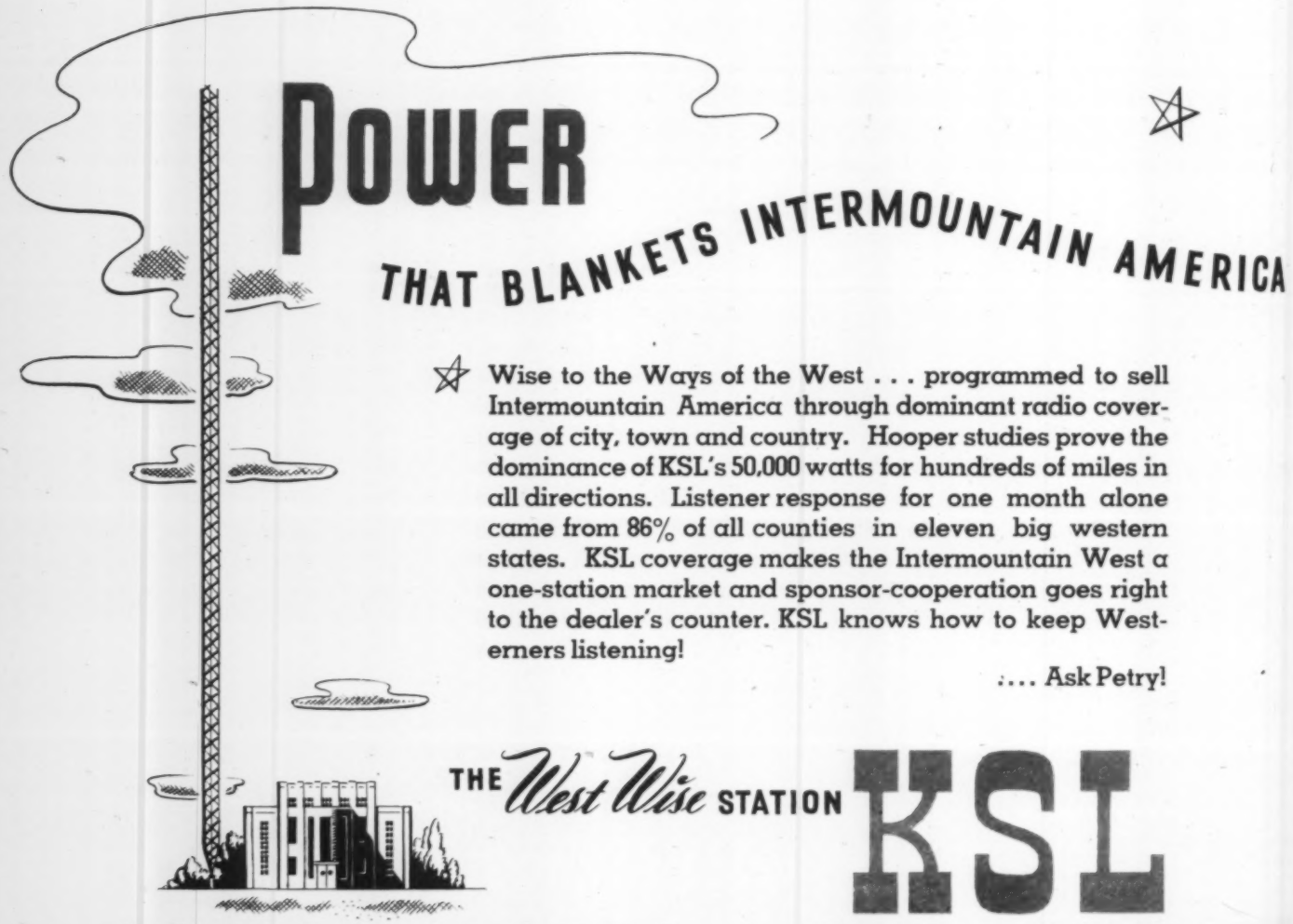
County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Beaver	1,245	86.2	1,073	....	....	....	1,012	87.5	885	233	80.8	188
Box Elder	4,516	93.3	4,215	1,483	95.8	1,421	1,290	92.4	1,191	1,743	92.0	1,603
Cache	7,470	95.3	7,116	3,214	95.5	3,068	2,171	94.2	2,044	2,085	96.1	2,004
Carbon	4,608	84.4	3,888	2,056	85.6	1,761	2,141	85.1	1,822	411	74.1	305
Daggett	131	60.8	80	....	....	....	54	53.1	29	77	65.8	51
Davis	3,776	94.3	3,562	820	97.9	803	1,641	94.6	1,552	1,315	91.8	1,207
Duchesne	1,961	76.5	1,500	....	....	....	839	77.6	651	1,122	75.7	849
Emery	1,615	84.2	1,359	....	....	....	1,168	88.4	1,032	447	73.2	327
Garfield	1,092	77.8	850	....	....	....	936	77.3	724	156	81.1	126
Grand	515	68.6	353	....	....	....	385	71.2	274	130	60.6	79
Iron	2,049	88.6	1,814	1,170	90.7	1,061	557	86.1	479	322	85.1	274
Juab	1,943	90.7	1,762	732	93.4	683	1,019	92.1	938	192	73.3	141
Kane	563	81.3	457	....	....	....	419	82.7	346	144	76.9	111
Millard	2,180	89.6	1,954	....	....	....	1,604	92.5	1,484	576	81.5	470
Morgan	634	94.4	598	....	....	....	355	94.4	335	279	94.4	263
Piute	545	83.0	453	....	....	....	384	81.7	314	161	86.5	139
Rich	497	95.5	475	....	....	....	309	95.4	295	188	95.7	180
Salt Lake	56,621	95.3	53,955	45,896	95.6	43,876	8,159	94.0	7,668	2,566	94.0	2,411
San Juan	997	42.8	420	....	....	....	358	72.2	258	639	25.4	162
Sanpete	4,011	91.8	3,685	....	....	....	3,368	93.3	3,143	643	84.4	542
Sevier	2,962	89.8	2,661	919	92.7	852	1,588	90.3	1,434	455	82.5	375
Summit	2,197	94.3	2,073	990	94.1	932	741	95.6	708	466	92.9	433
Tooele	2,359	91.4	2,155	1,278	93.4	1,193	809	90.0	728	272	86.0	234
Uintah	2,224	76.4	1,700	....	....	....	1,059	78.7	833	1,165	74.4	867
Utah	13,708	94.7	12,975	9,696	95.7	9,282	2,146	91.4	1,960	1,866	92.8	1,733
Wasatch	1,407	92.3	1,297	698	93.6	653	401	89.6	359	308	92.6	285
Washington	2,064	82.8	1,711	842	80.3	676	616	84.3	520	606	84.9	515
Wayne	494	81.6	403	....	....	....	333	81.4	271	161	82.1	132
Weber	15,103	95.2	14,379	11,964	95.4	11,418	1,253	94.8	1,188	1,886	94.0	1,773
State Total	139,487	92.4	128,923	81,758	95.0	77,679	37,115	90.2	33,465	20,614	86.3	17,779

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Ogden	11,964	95.4	11,418
Salt Lake City	41,368	95.7	39,600

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
CEDAR CITY	KSUB 1340	100
LOGAN	KVNU 1230	250
OGDEN	KLO 1430	5,000
PRICE	KEUB 1450	250
PROVO	KOVO 1240	250
SALT LAKE CITY	KDYL 1320	5,000
	KSL 1160	50,000
	KUTA 570	5,000


POWER
THAT BLANKETS INTERMOUNTAIN AMERICA
Wise to the Ways of the West . . . programmed to sell Intermountain America through dominant radio coverage of city, town and country. Hooper studies prove the dominance of KSL's 50,000 watts for hundreds of miles in all directions. Listener response for one month alone came from 86% of all counties in eleven big western states. KSL coverage makes the Intermountain West a one-station market and sponsor-cooperation goes right to the dealer's counter. KSL knows how to keep Westerners listening!
.... Ask Petry!
THE West Wise STATION
KSL
Key Station for Columbia in the Intermountain West
50,000 WATTS • SALT LAKE CITY

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Addison	4,532	83.5	3,783	....	....	....	2,406	85.5	2,056	2,126	81.2	1,727
Bennington	6,138	91.0	5,584	2,182	96.7	2,109	2,903	88.6	2,573	1,053	85.6	902
Caledonia	6,566	88.1	5,784	2,119	95.9	2,032	2,464	88.2	2,174	1,983	79.6	1,578
Chittenden	12,684	92.6	11,748	8,534	95.7	8,163	2,311	87.8	2,028	1,839	84.7	1,557
Essex	1,678	82.8	1,390	....	....	....	1,078	86.7	935	600	75.8	455
Franklin	7,370	89.1	6,566	2,138	96.8	2,069	2,922	86.8	2,537	2,310	84.9	1,960
Grand Isle	931	84.9	790	....	....	....	421	83.9	253	510	85.8	437
Lamoille	2,852	84.6	2,411	....	....	....	1,643	88.7	1,458	1,209	78.8	953
Orange	4,470	80.7	3,607	....	....	....	2,169	86.3	1,872	2,301	75.4	1,735
Orleans	5,460	87.3	4,764	1,332	95.2	1,268	....	....	1,733	2,153	81.9	1,763
Rutland	11,789	89.3	10,528	4,580	95.2	4,361	5,066	88.1	4,464	2,143	79.5	1,703
Washington	10,589	89.5	9,482	5,747	94.2	5,412	2,761	87.6	2,419	2,081	79.3	1,651
Windham	7,365	88.9	6,544	3,622	95.9	3,475	2,038	83.1	1,693	1,075	80.7	1,376
Windsor	10,011	89.1	8,924	2,211	96.5	2,133	5,007	90.1	4,511	2,793	81.6	2,280
State Total	92,435	88.6	81,905	32,465	95.5	31,022	35,164	87.6	30,806	24,806	80.9	20,077

Cities of 2,500 Or More Population

City	Units	% Radio	Radio Units
Bennington	2,182	96.7	2,109
St. Johnsbury	2,119	95.9	2,032
Burlington	7,138	96.0	6,851
Winooski	1,396	94.0	1,312
St. Albans	2,138	96.8	2,069
Newport	1,332	95.2	1,268
Rutland City	4,580	95.2	4,361
Barre	3,058	93.2	2,850
Montpelier	2,204	95.6	2,107
Waterbury	485	93.8	455
Bellows Falls	1,174	96.9	1,138
Brattleboro	2,448	95.5	2,337
Springfield	1,404	96.4	1,353
Windsor	807	96.7	780

Broadcasting Stations

City	Call Letters	Freq. in Kc.	Power in Watts
BURLINGTON	WCAX	620	1,000
RUTLAND	WSYB	1490	250
	CP-1380		CP-1,000
ST. ALBANS	WWSR	1420	1,000-D
WATERBURY	WDEV	550	1,000-D

" . . . that extra something that makes these programs welcome to the Program Department, and a refreshing change to the announcer."

KPRO

● From the ASCAP Radio Program Service there are available, without cost to any ASCAP-licensed station, programs which are entertaining and salable. If you have an ASCAP license both your Program and Commercial Departments will welcome these shows. Write or wire at once.

ASCAP

Radio Program Service

30 Rockefeller Plaza, New York

VIRGINIA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Accomack	8,960	57.8	5,184	....	....	....	5,711	63.9	3,651	3,249	47.2	1,533
Albemarle	5,513	50.6	2,789	....	....	....	1,995	53.5	1,067	3,518	48.9	1,722
Alleghany	5,079	74.2	3,764	1,535	88.0	1,351	2,866	71.4	2,046	678	54.1	367
Amelia	1,939	34.0	658	....	....	....	260	50.0	130	1,679	31.5	528
Amherst	4,129	52.2	2,154	....	....	....	1,619	66.5	1,076	2,510	43.0	1,078
Appomattox	2,022	47.8	962	....	....	....	612	64.3	393	1,410	40.4	569
Arlington	15,914	96.5	15,359	15,914	96.5	15,359	....	....	....	....	....	....
Augusta	9,911	71.0	7,029	1,778	82.5	1,467	3,569	69.9	2,495	4,564	67.2	3,067
Bath	1,543	65.0	1,007	....	....	....	668	74.3	497	875	58.3	510
Bedford	1,830	51.5	3,515	1,013	77.4	784	1,513	53.1	803	4,304	44.8	1,928
Bland	1,424	59.5	848	....	....	....	374	71.3	267	1,050	55.3	581
Botetourt	3,697	63.4	2,346	....	....	....	1,681	65.7	1,104	2,016	61.6	1,242
Brunswick	4,082	40.3	1,643	....	....	....	886	67.8	601	3,196	32.6	1,042
Buchanan	6,013	52.5	3,157	....	....	....	3,496	61.3	2,143	2,517	40.3	1,014
Buckingham	2,857	35.7	1,018	....	....	....	724	45.9	333	2,133	32.1	685
Campbell	5,659	57.4	3,248	646	83.6	540	1,935	64.1	1,240	3,078	47.7	1,468
Caroline	3,030	44.1	1,337	....	....	....	742	53.2	395	2,288	41.2	942
Carroll	5,734	50.3	2,887	345	72.7	251	854	61.9	529	4,535	46.5	2,107
Charles City	881	35.9	318	....	....	....	435	26.1	114	446	45.6	204
Charlotte	3,352	35.6	1,193	....	....	....	560	53.1	297	2,792	32.1	896
Chesterfield	7,599	77.3	5,870	854	96.4	823	4,731	80.1	3,790	2,014	62.4	1,257
Clarke	1,750	67.8	1,187	....	....	....	984	67.4	663	766	68.4	524
Craig	908	63.8	579	....	....	....	244	73.1	178	664	60.3	401
Culpeper	3,123	58.1	1,814	....	....	....	1,343	67.0	900	1,780	51.3	914
Cumberland	1,631	34.8	570	....	....	....	210	56.0	118	1,421	31.8	452
Dickenson	4,155	55.5	2,308	....	....	....	1,871	64.8	1,213	2,284	47.9	1,095
Dinwiddie	3,095	39.6	1,225	....	....	....	768	48.2	370	2,327	36.8	855
Elizabeth City	5,859	82.0	4,802	923	87.5	807	4,467	82.3	3,677	469	67.8	318
Essex	1,646	42.8	705	....	....	....	496	56.8	282	1,150	36.8	423
Fairfax	8,747	81.2	7,105	670	95.6	641	6,088	82.5	5,022	1,989	72.5	1,442
Fauquier	4,906	57.6	2,827	....	....	....	1,778	64.5	1,147	3,128	53.7	1,680
Floyd	2,823	46.9	1,324	....	....	....	383	55.0	211	2,440	45.6	1,113
Fluvanna	1,657	45.0	746	....	....	....	222	65.3	145	1,435	41.9	601
Franklin	5,537	47.7	2,643	....	....	....	1,190	66.6	793	4,347	42.6	1,850
Frederick	3,423	69.2	2,369	....	....	....	1,456	75.6	1,101	1,967	64.5	1,268
Giles	3,114	66.9	2,084	....	....	....	1,565	75.3	1,179	1,549	58.4	905
Gloucester	2,473	52.0	1,287	....	....	....	869	53.6	466	1,604	51.2	821
Goochland	1,708	41.4	707	....	....	....	183	51.4	94	1,525	40.2	613
Grayson	4,958	57.1	2,829	471	92.0	433	1,258	69.0	868	3,229	47.3	1,528
Greene	1,116	29.3	327	....	....	....	196	33.4	65	920	28.4	262
Greensville	3,128	41.3	1,291	664	77.9	517	843	46.0	388	1,621	23.8	386
Halifax	8,732	41.5	3,617	1,291	68.1	879	1,034	45.3	468	6,407	35.4	2,270
Hanover	4,168	50.2	2,093	....	....	....	1,807	57.3	1,036	2,361	44.8	1,057
Henrico	10,694	85.6	9,148	....	....	....	9,173	88.7	8,134	1,521	66.7	1,014
Henry	5,597	59.6	3,340	....	....	....	3,162	67.5	2,135	2,435	49.5	1,205
Highland	1,085	65.0	705	....	....	....	262	73.0	191	823	62.5	514
Isle of Wight	3,121	40.8	1,271	....	....	....	1,181	51.3	605	1,940	34.3	666
James City	1,060	54.6	579	....	....	....	635	55.0	350	425	54.0	229
King and Queen	1,568	38.6	605	....	....	....	286	39.9	114	1,282	38.3	491
King George	1,259	44.7	563	....	....	....	398	46.2	184	861	44.0	379
King William	1,902	48.6	927	....	....	....	1,038	61.5	638	864	33.5	289
Lancaster	2,182	51.1	1,115	....	....	....	1,387	51.4	697	825	50.7	418
Lee	8,227	50.3	4,134	....	....	....	4,409	58.7	2,588	3,818	40.5	1,546
Loudon	4,840	68.3	3,306	....	....	....	2,194	72.9	1,599	2,646	64.5	1,707
Louisa	3,237	44.0	1,425	....	....	....	641	54.1	347	2,596	41.5	1,078
Lunenburg	3,152	43.0	1,354	....	....	....	839	72.1	605	2,313	32.4	749
Madison	1,870	46.1	862	....	....	....	423	40.7	172	1,447	47.7	690
Mathews	1,918	54.3	1,041	....	....	....	780	47.3	369	1,138	59.0	672
Mecklenburg	6,963	38.5	2,676	....	....	....	1,939	57.5	1,114	5,024	31.1	1,562
Middlesex	1,747	41.5	724	....	....	....	669	46.2	309	1,078	38.5	415
Montgomery	5,002	66.4	3,318	....	....	....	3,059	71.9	2,200	1,943	57.6	1,118
Nansemond	5,143	43.9	2,257	....	....	....	2,529	47.3	1,195	2,614	40.6	1,062
Nelson	3,435	47.6	1,634	....	....	....	1,066	58.3	621	2,369	42.8	1,013
New Kent	945	39.7	376	....	....	....	410	38.7	159	535	40.5	217
Norfolk	8,912	73.0	6,499	....	....	....	7,000	78.1	5,465	1,912	54.1	1,034
Northampton	4,371	56.4	2,468	....	....	....	2,615	63.3	1,656	1,756	46.3	812
Northumberland	2,445	54.9	1,342	....	....	....	994	60.1	597	1,451	51.3	745
Nottoway	3,464	52.5	1,812	663	69.3	460	1,068	68.8	735	1,733	35.6	617
Orange	2,964	56.7	1,681	....	....	....	1,248	61.5	767	1,716	53.3	914
Page	3,513	60.9	2,138	....	....	....	2,119	64.4	1,365	1,394	55.4	773
Patrick	3,523	38.8	1,367	....	....	....	490	52.9	259	3,033	36.5	1,108
Pittsylvania	12,792	53.9	6,891	....	....	....	4,772	69.8	3,331	8,020	44.4	3,560
Powhatan	1,160	43.0	499	....	....	....	198	51.3	102	962	41.3	397
Prince Edward	3,427	45.7	1,556	953	75.6	721	537	49.2	264	1,937	29.5	571
Prince George	2,589	58.6	1,516	....	....	....	1,547	69.9	1,082	1,042	41.7	434
Princess Anne	4,754	65.2	3,098	684	92.0	630	2,380	67.6	1,609	1,690	50.8	859
Prince William	3,158	63.4	2,007	....	....	....	1,908	70.9	1,353	1,250	52.3	654
Pulaski	5,072	69.3	3,510	2,081	80.2	1,669	1,322	66.2	875	1,669	57.9	966
Rappahannock	1,566	40.3	630	....	....	....	390	46.7	182	1,176	38.1	448
Richmond	1,512	48.5	734	....	....	....	481	50.8	245	1,031	47.4	489
Roanoke	10,000	81.7	8,169	2,288	88.3	2,020	5,898	84.4	4,980	1,814	64.4	1,169
Rockbridge	5,231	68.3	3,574	1,092	85.3	931	1,477	65.7	970	2,662	62.8	1,673
Rockingham	7,346	63.8	4,689	....	....	....	2,817	66.4	1,870	4,529	62.2	2,819
Russell	5,430	56.7	3,082	....	....	....	2,181	69.2	1,510	3,249	48.4	1,572
Scott	5,793	47.8	2,769	....	....	....	1,420	65.1	925	4,373	42.2	1,844
Shenandoah	5,275	71.4	3,766	....	....	....	2,589	76.2	1,974	2,686	66.7	1,792
Smyth	5,728	60.2	3,441	1,325	83.7	1,109	2,059	55.7	1,148	2,344	50.5	1,184
Southampton	5,548	41.8	2,319	852	70.2	598	1,550	48.3	748	3,146	30.9	973
Spotsylvania	2,316	59.9	1,389	....	....	....	860	68.7	591	1,456	54.8	798
Stafford	2,119	65.6	1,392	....	....	....	1,012	69.3	701	1,107	62.4	691
Surry	1,495	45.9	686	....	....	....	501	47.0	235	994	45.3	451
Sussex	2,727	35.9	989	....	....	....	914	54.9	502	1,813	26.9	487
Tazewell	8,814	72.5	6,389	1,571	87.6	1,377	5,340	71.1	3,797	1,903	63.8	1,215
Warren	2,651	71.3	1,884	924	82.3	760	827	73.5	608	900	57.3	516
Warwick	2,333	76.3	1,780	....	....	....	1,892	81.2	1,537	441	55.1	243
Washington	8,418	59.3	4,991	876	75.5	661	2,786	67.2	1,873	4,756	51.7	2,457
Westmoreland	2,291	40.5	928	....	....	....	880	52.3	460	1,411	33.2	468
Wise	11,071	62.5	6,922	2,673	74.5	1,993	6,031	62.8	3,790	2,367	48.5	1,149
Wythe	4,944	68.3	3,376	1,119	81.0	907	1,530	65.4	1,001	2,295	64.0	1,468
York	2,108	60.0	1,264	....	....	....	1,650	61.4	1,013	458	54.8	251

Cities of 25,000 Or More Population

City *	Units	% Radio	Radio Units
Alexandria	8,774	92.2	8,092
Charlottesville	5,269	79 9	4,209
Danville	8,311	72.7	6,041
Fredericksburg	2,594	92.5	2,399
Lynchburg	11,428	78.9	9,013
Martinsville	2,315	74.2	1,717
Newport News	9,724	79.1	7,691
Norfolk	37,403	83.4	31,197
Petersburg	8,170	71.3	5,823
Portsmouth	13,225	79.9	10,568
Richmond	50,917	86.5	44,061
Roanoke	17,949	87.5	15,709
Staunton	2,913	86.5	2,521
Suffolk	2,978	77.3	2,303
Winchester	3,308	89.7	2,968

Other Independent Cities

Independent Cities *	Units	% Radio	Radio Units
Bristol	2,356	83.0	1,956
Buene Vista	1,012	75.1	760
Clifton Forge	1,628	87.7	1,428
Hampton	1,649	80.0	1,319
Harrisonburg	2,312	87.9	2,032
Hopewell	2,247	86.2	1,936
Radford	1,701	85.0	1,445
South Norfolk	2,038	81.5	1,660
Williamsburg	679	86.6	588

* All are independent cities without county connection.

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
CHARLOTTESVILLE	WCHV 1450	250
COVINGTON	WJMA 1340	250
DANVILLE	WBTM 1400	250
FREDERICKSBURG	WFVA 1290	250-D
HARRISONBURG	WSVA 550	1,000-D
LYNCHBURG	WLVA 1230	250
MARTINSVILLE	WMVA 1450	250
NEWPORT NEWS	WGH 1340	250
NORFOLK	WTAR 790	5,000
PETERSBURG	WPID 1240	250
PORTSMOUTH	WSAP 1490 (Construction Permit)	250
RICHMOND	*WBBL 1240-SH	100
	WMBG 1380	5,000
	WRNL 910	5,000
	WRVA 1140	50,000
ROANOKE	WDBJ 960	5,000
	WSLS 1490	250
SUFFOLK	WLPM 1450	250
WINCHESTER	WINC 1400	250

WRVA

DATA SHEET, VIRGINIA COVERAGE IN TERMS OF CENSUS FIGURES

Night

	ALL UNITS		URBAN UNITS		RURAL NON-FARM UNITS		RURAL FARM UNITS	
	Units	Radio Units	Units	Radio Units	Units	Radio Units	Units	Radio Units
VA. COUNTIES	244,280	136,781	11,935	9,724	101,143	67,892	131,202	59,165
N. C. COUNTIES	88,051	41,330	17,288	11,891	25,035	12,687	45,728	16,752
CITIES	136,893	113,754	136,893	113,754				
TOTAL	469,224	291,865	166,116	135,369	126,178	80,579	176,930	75,917

*AREA TABULATED (NIGHT)

VIRGINIA COUNTIES: Albemarle, Allegheny, Amelia, Amherst, Appomattox, Augusta, Bath, Brunswick, Buckingham, Campbell, Caroline, Charles City, Charlotte, Chesterfield, Culpeper, Cumberland, Dinwiddie, Elizabeth City, Essex, Fauquier, Fluvanna, Frederick, Gloucester, Goochland, Greene, Greensville, Halifax, Hanover, Henrico, Highland, Isle of Wight, James City, King and Queen, King William, Lancaster, Louisa, Lunenburg, Madison, Mathews, Mecklenburg, Middlesex, Nansemond, Nelson, New Kent, Norfolk, Northampton, Northumberland, Nottoway, Orange, Page, Pittsylvania, Powhatan, Prince Edward, Prince George, Princess Anne, Rappahannock, Richmond, Rockbridge, Rockingham, Shenandoah, Southampton, Spotsylvania, Stafford, Surry, Sussex, Warwick, York

NORTH CAROLINA COUNTIES: Beaufort, Bertie, Camden, Chowan, Craven, Currituck, Dare, Edgecombe, Gates, Halifax, Hertford, Hyde, Jones, Martin, Northampton, Pamlico, Pasquotank, Perquimans, Tyrrel, Warren, Washington

CITIES: Charlottesville, Fredericksburg, Hampton, Hopewell, Newport News, Norfolk, Petersburg, Portsmouth, Richmond, South Norfolk, Suffolk, Williamsburg

Day

	ALL UNITS		URBAN UNITS		RURAL NON-FARM UNITS		RURAL FARM UNITS	
	Units	Radio Units	Units	Radio Units	Units	Radio Units	Units	Radio Units
VA. COUNTIES	223,528	123,884	10,678	8,593	92,219	61,426	120,631	53,865
N. C. COUNTIES	79,794	37,076	14,384	9,495	25,072	12,742	40,338	14,839
CITIES	136,893	113,754	136,893	113,754				
TOTAL	440,215	274,714	161,955	131,842	117,291	74,168	160,969	68,704

*AREA TABULATED (DAY)

VIRGINIA COUNTIES: Albemarle, Amelia, Amherst, Appomattox, Augusta, Bath, Brunswick, Buckingham, Caroline, Charles City, Charlotte, Chesterfield, Culpeper, Cumberland, Dinwiddie, Elizabeth City, Essex, Farquier, Fluvanna, Gloucester, Goochland, Greene, Greensville, Halifax, Hanover, Henrico, Highland, Isle of Wight, James City, King and Queen, King George, King William, Lancaster, Louisa, Lunenburg, Madison, Mathews, Mecklenburg, Middlesex, Nansemond, Nelson, New Kent, Norfolk, Northampton, Northumberland, Nottoway, Orange, Page, Powhatan, Prince Edward, Prince George, Princess Anne, Rappahannock, Richmond, Rockbridge, Rockingham, Shenandoah, Southampton, Spotsylvania, Stafford, Surry, Sussex, Warren, Warwick, York, Westmoreland

NORTH CAROLINA COUNTIES: Beaufort, Bertie, Camden, Chowan, Carteret, Craven, Currituck, Dare, Gates, Halifax, Hertford, Hyde, Martin, Northampton, Pamlico, Pasquotank, Perquimans, Tyrrel, Warren, Washington

CITIES: Charlottesville, Fredericksburg, Hampton, Hopewell, Newport News, Norfolk, Petersburg, Portsmouth, Richmond, South Norfolk, Suffolk, Williamsburg

*CBS COMPILATION, FIFTH SERIES

NOTE: Population in Hampton Roads area which includes cities of Norfolk, South Norfolk, Portsmouth, Newport News and Hampton; counties of Norfolk, Princess Anne, Warwick and Elizabeth City has increased 28.66% due to war activities. This increase is estimated at 98,453 for that area not included in 1940 census (Source: Population Study, Virginia State Planning Board, based chiefly on results of Consumers Sugar Registration as reported by the Virginia Office of Price Administration).

C. T. LUCY, General Manager ● PAUL H. RAYMER CO., National Representative

RICHMOND STUDIOS, HOTEL RICHMOND

WRVA 50,000 WATTS

NORFOLK STUDIOS, 502 DUKE STREET

"VIRGINIA'S PREMIER RADIO STATION"

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Rado Units	Units	% Radio	Radio Units
Adams	1,686	91.8	1,548	....	....	....	981	89.8	881	705	94.6	667
Asotin	2,447	91.5	2,239	990	93.6	927	888	91.5	812	569	87.9	500
Benton	3,329	85.3	2,840	....	....	....	1,426	87.3	1,245	1,903	83.8	1,595
Chelan	10,303	89.6	9,230	3,646	92.2	3,361	3,733	88.6	3,309	2,924	87.6	2,560
Clallam	6,488	85.8	5,569	2,910	91.7	2,667	2,193	81.9	1,796	1,385	79.8	1,106
Clark	14,617	92.3	13,490	6,806	94.9	6,456	3,098	90.1	2,791	4,713	90.0	4,243
Columbia	1,623	89.5	1,453	900	90.8	818	171	84.9	145	552	88.7	490
Cowlitz	11,678	90.5	10,564	5,816	94.8	5,515	3,767	88.8	3,344	2,095	81.4	1,705
Douglas	2,539	89.3	2,268	....	....	....	1,098	91.1	1,000	1,441	88.0	1,268
Ferry	1,397	72.6	1,014	....	....	....	772	77.4	597	625	66.7	417
Franklin	1,845	85.9	1,584	1,199	86.9	1,041	247	83.6	207	399	84.2	336
Garfield	985	91.1	896	....	....	....	579	93.2	538	406	88.1	358
Grant	4,719	84.5	3,988	1,284	82.5	1,059	2,759	86.0	2,371	676	82.5	558
Grays Harbor	16,572	86.7	14,372	9,578	90.3	8,648	4,843	81.9	3,965	2,151	81.8	1,759
Island	2,018	86.1	1,737	....	....	....	888	87.3	775	1,130	85.2	962
Jefferson	2,556	84.7	2,165	1,202	92.8	1,115	819	76.9	630	535	78.5	420
King	169,125	92.5	156,460	130,866	92.1	120,534	31,548	94.3	29,739	6,711	92.2	6,187
Kitsap	13,992	93.3	13,048	4,931	96.9	4,776	5,994	92.3	5,531	3,067	89.4	2,741
Kittitas	5,814	87.3	5,075	1,748	91.5	1,599	2,525	85.4	2,158	1,541	85.5	1,318
Klickitat	3,370	79.5	2,677	....	....	....	2,049	84.2	1,726	1,321	72.0	951
Lewis	12,260	86.7	10,635	4,037	93.7	3,781	3,905	83.9	3,278	4,318	82.8	3,576
Lincoln	3,278	90.7	2,975	....	....	....	1,895	90.3	1,712	1,383	91.3	1,263
Mason	3,616	83.7	3,028	1,137	94.4	1,073	1,574	81.3	1,280	905	74.6	675
Okanogan	6,893	79.9	5,509	800	88.7	709	3,290	82.1	2,700	2,803	74.9	2,100
Pacific	4,905	85.1	4,176	1,270	89.3	1,134	2,876	83.9	2,412	759	83.0	630
Pend Oreille	2,091	77.2	1,615	....	....	....	1,361	83.0	1,130	730	66.4	485
Pierce	54,711	93.1	50,924	38,584	93.9	36,216	10,280	92.1	9,465	5,847	89.7	5,243
San Juan	1,035	84.6	875	....	....	....	467	84.3	394	568	84.8	481
Skagit	16,098	89.9	9,980	4,268	93.9	4,006	3,292	86.2	2,837	3,538	88.7	3,137
Skamania	1,409	82.7	1,164	....	....	....	1,168	83.8	979	241	76.8	185
Snohomish	27,426	91.0	24,947	10,580	92.9	9,825	10,027	90.1	9,036	6,819	89.3	6,086
Spokane	49,863	91.8	45,791	38,918	93.0	36,209	5,417	90.6	4,909	5,528	84.5	4,673
Stevens	5,537	78.0	4,318	....	....	....	2,613	82.7	2,162	2,924	73.7	2,156
Thurston	11,584	91.2	10,569	4,344	95.0	4,126	4,161	90.1	3,750	3,079	87.5	2,693
Wahkiakum	1,215	86.9	1,055	....	....	....	719	86.4	621	496	87.6	434
Walla Walla	8,449	90.5	7,647	4,936	93.3	4,604	1,893	87.2	1,651	1,620	86.0	1,392
Whatcom	18,481	92.3	17,062	9,529	93.6	8,919	3,851	91.0	3,504	3,101	90.9	4,639
Whitman	7,888	92.7	7,310	2,309	95.8	2,211	2,693	91.0	2,449	2,886	91.8	2,650
Yakima	28,495	87.3	24,887	9,620	91.5	8,807	9,813	86.7	8,510	9,062	83.5	7,570
State Total	537,337	90.6	486,684	302,208	92.7	280,136	141,673	89.2	126,339	93,456	85.8	80,209

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Bellingham	9,529	93.6	8,919
Everett	9,661	92.8	8,963
Seattle	126,354	92.0	116,243
Spokane	38,918	93.0	36,209
Tacoma	36,086	93.9	33,869
Yakima	8,535	92.4	7,889

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
ABERDEEN	KXRO 1340	250
BELLINGHAM	KVOS 1230	250
	CP-790	CP-1,000
CENTRALIA	KELA 1470	1,000
EVERETT	KEVE 1460	500
	KRKO 1400	250-LS 100-N
LONGVIEW	KWLK 1400	250
OLYMPIA	KGY 1240	100
PULLMAN	*KWSC 1250 ST-KTW	5,000
SEATTLE	KEVR 1090	250
	KIRO 710	50,000
	KJR 1000	5,000 CP-50,000
	KOL 1300	5,000
	KOMO 950	5,000
	KRSC 1150	1,000
	*KTW 1250 ST-KWSC	1,000
	KXA 770 L-WJZ	1,000
SPOKANE	KFIO 1230	250
	KFPY 920	5,000
	KGA 1510	10,000
	KHQ 590	5,000
TACOMA	KMO 1360	5,000
	KTBI 1490	250
	KTRN 1430 (Construction Permit)	1,000
	KVI 570	5,000
VANCOUVER	KVAN 910	500-D
WALLA WALLA	KUJ 1420	1,000
WENATCHEE	KPQ 1490	250
	CP & SA-560	SA-1,000-LS SA-500-N CP-1,000-U
YAKIMA	KIT 1280	1,000

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WIBX

● Any ASCAP-licensed station may have the ASCAP Radio Program Service without cost. We provide well-written, timely shows which will be of special interest to your Commercial Department. Write or wire at once.

ASCAP

Radio Program Service

30 Rockefeller Plaza, New York

Which? Would you simply cover territory on a chance of picking up a few little fellows, or go where you know the big ones are? In terms of fishing or sales, the answer is always the same:

Fishing is always good in PUGET SOUND

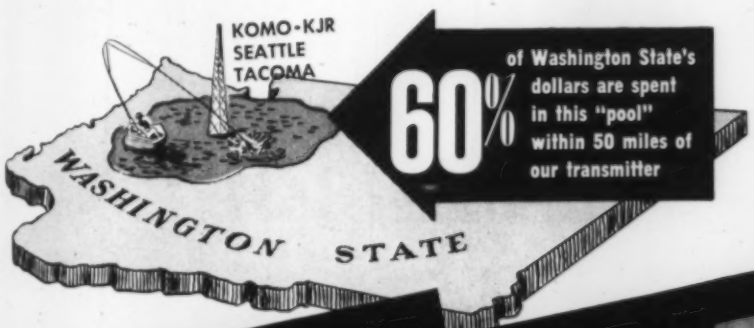
—AND SO IS BUSINESS! Of course sometimes they're both better. Like when the Kings are running; or when one of our nation's greatest concentrations of war production is in full swing. But it's everyday results that count, and that's what you get in the highly concentrated PUGET SOUND area; more than 60% of the states total effective income is centered within fifty miles of the KOMO-KJR transmitter.

NORMAL

Effective buying income per family in the PUGET SOUND area as of 1938, $1871.
Effective buying income per family in the nation as of 1938, $1815.

EXTRA

Effective buying income per family in the PUGET SOUND area as of 1942, $3552.
Effective buying income per family in the nation as of 1942, $3026.


KOMO-KJR
SEATTLE
TACOMA
60% of Washington State's dollars are spent in this "pool" within 50 miles of our transmitter
WASHINGTON STATE

Donald R. Due, Seattle, and 52-lb. King Salmon.

KOMO NBC KJR BLUE NETWORK

TOTEM BROADCASTERS
SEATTLE, WASH.

Edward Petry & Co., New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco.

Paul H. Raymer, Chicago, New York, San Francisco, Los Angeles.

WEST VIRGINIA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Barbour	4,866	64.0	3,111	....	....	....	2,591	69.4	1,798	2,275	57.7	1,313
Berkeley	7,526	82.4	6,199	4,138	90.3	3,735	1,968	75.0	1,476	1,420	69.6	988
Boone	6,035	67.7	4,086	....	....	....	4,898	70.7	3,463	1,137	54.8	623
Braxton	4,672	49.1	2,293	....	....	....	1,563	63.1	986	3,109	42.0	1,307
Brooke	6,208	87.8	5,449	3,330	93.6	3,116	2,384	81.7	1,947	494	78.2	386
Cabell	25,104	82.8	20,785	20,131	87.0	17,518	2,174	76.8	1,669	2,799	57.1	1,598
Calhoun	2,604	55.5	1,446	....	....	....	530	77.0	408	2,074	50.0	1,038
Clay	3,042	49.6	1,507	....	....	....	1,577	59.1	931	1,465	39.3	576
Doddridge	2,611	62.2	1,621	....	....	....	850	76.2	648	1,761	55.3	973
Fayette	17,874	77.4	13,841	1,432	91.5	1,311	14,000	78.4	10,970	2,442	63.9	1,560
Gilmer	2,708	54.3	1,472	....	....	....	853	66.0	563	1,855	49.0	909
Grant	2,018	62.0	1,252	....	....	....	875	70.4	616	1,143	55.6	636
Greenbrier	8,682	69.3	6,018	....	....	....	5,490	76.4	4,196	3,192	57.1	1,822
Hampshire	3,015	64.5	1,952	....	....	....	1,006	75.7	761	2,009	59.3	1,191
Hancock	7,556	91.9	6,947	1,956	95.9	1,875	4,989	91.9	4,587	611	79.4	485
Hardy	2,306	58.1	1,339	....	....	....	828	68.3	566	1,478	52.3	773
Harrison	20,628	80.8	16,666	9,658	90.7	8,763	8,074	73.7	5,952	2,896	67.4	1,951
Jackson	3,932	65.2	2,563	....	....	....	1,251	75.8	949	2,681	60.2	1,614
Jefferson	4,104	75.2	3,086	837	79.1	662	2,079	75.9	1,578	1,188	71.2	846
Kanawha	46,852	82.3	38,591	23,598	90.8	21,427	19,124	76.2	14,576	4,130	62.7	2,588
Lewis	5,097	73.6	3,756	1,758	88.9	1,562	1,361	72.2	983	1,978	61.2	1,211
Lincoln	4,671	43.4	2,028	....	....	....	1,615	51.0	824	3,056	39.4	1,204
Logan	14,127	72.0	10,169	1,245	89.8	1,118	11,828	73.2	8,654	1,054	37.7	397
McDowell	20,022	75.3	15,062	2,203	85.8	1,890	16,184	76.9	12,438	1,635	44.9	734
Marion	17,182	83.4	14,334	7,011	90.6	6,354	7,455	82.9	6,180	2,716	66.3	1,800
Marshall	9,486	80.4	7,628	4,928	88.6	4,366	2,492	78.6	1,960	2,066	63.0	1,302
Mason	5,241	58.8	3,076	960	80.1	769	1,354	66.6	902	2,927	48.0	1,405
Mercer	15,575	80.0	12,458	7,095	89.2	6,332	5,215	77.0	4,017	3,265	64.6	2,109
Mineral	5,469	79.5	4,346	2,327	91.0	2,118	1,954	74.6	1,459	1,188	64.7	769
Mingo	8,702	62.4	5,439	2,027	76.0	1,541	4,828	64.0	3,088	1,847	43.9	810
Monongalia	13,138	79.9	10,502	4,724	91.5	4,321	6,251	74.7	4,670	2,163	69.8	1,511
Monroe	2,926	66.9	1,958	....	....	....	740	71.0	526	2,186	65.5	1,432
Morgan	2,151	75.7	1,630	....	....	....	1,283	80.5	1,033	868	68.8	597
Nicholas	5,072	58.1	2,949	1,184	84.5	1,001	1,307	52.9	692	2,581	48.6	1,256
Ohio	19,437	92.0	17,881	16,555	93.0	15,401	2,346	87.2	2,047	536	80.9	433
Pendleton	2,169	62.2	1,351	....	....	....	494	68.6	339	1,675	60.4	1,012
Pleasants	1,666	81.4	1,357	....	....	....	907	86.0	780	759	76.1	577
Pocahontas	3,067	60.5	1,855	....	....	....	1,472	68.2	1,004	1,595	53.4	851
Preston	7,137	66.8	4,774	....	....	....	4,098	73.7	3,020	3,039	57.7	1,754
Putnam	4,392	62.2	2,735	263	95.3	251	1,619	75.1	1,216	2,510	50.5	1,268
Raleigh	18,907	78.7	14,873	3,256	88.3	2,875	12,648	80.7	10,203	3,003	59.8	1,795
Randolph	6,865	73.2	5,026	2,128	89.5	1,904	2,474	68.8	1,702	2,263	62.7	1,420
Ritchie	3,885	65.2	2,534	....	....	....	1,749	75.2	1,316	2,136	57.0	1,218
Roane	4,430	56.8	2,519	....	....	....	1,500	70.6	1,060	2,930	49.8	1,459
Summers	4,672	64.0	2,983	1,591	84.9	1,351	751	60.2	452	2,330	50.7	1,180
Taylor	4,877	74.7	3,647	2,018	87.4	1,764	1,652	68.5	1,132	1,207	62.3	751
Tucker	3,022	70.6	2,132	....	....	....	2,130	78.9	1,680	892	50.6	452
Tyler	3,260	70.4	2,296	786	87.2	685	948	74.8	709	1,526	59.1	902
Upshur	4,585	64.6	2,969	1,293	87.2	1,127	940	57.4	540	2,352	55.3	1,302
Wayne	7,735	60.0	4,629	1,813	87.4	1,585	2,391	59.7	1,429	3,531	45.7	1,615
Webster	3,783	59.7	2,260	....	....	....	1,959	71.7	1,404	1,824	46.9	856
Wetzel	5,371	66.6	3,577	937	88.5	829	2,398	71.3	1,711	2,036	50.9	1,037
Wirt	1,565	52.8	827	....	....	....	459	65.1	299	1,106	47.8	528
Wood	16,598	85.7	14,234	8,641	91.4	7,896	5,214	85.7	4,466	2,743	68.2	1,872
Wyoming	6,190	68.2	4,221	733	88.9	651	3,651	73.7	2,690	1,806	48.7	880
State Total	444,815	75.1	334,239	140,556	89.7	126,098	192,771	75.4	145,265	111,488	56.4	62,876

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Charleston	17,950	89.8	16,120
Clarksburg	8,245	91.7	7,560
Huntington	20,939	87.3	18,272
Parkersburg	8,641	91.4	7,896
Wheeling	16,555	93.0	15,401

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
BECKLEY	WJLS 1240	250
BLUEFIELD	WHIS 1440	1,000-LS 500-N
CHARLESTON	WCHS 580	5,000
	WGKV 1490	100
CLARKSBURG	WBLK 1400	250
ELKINS	WJRM 1240 (Construction Permit	250
FAIRMONT	WMMN 920	5,000-LS 1,000-N CP-5,000-U
HUNTINGTON	WSAZ 930	1,000
LOGAN	WLOG 1230	250
MORGANTOWN	WAJR 1230	250
PARKERSBURG	WPAR 1450	250
WELCH	WBRW 1340	250
WHEELING	WKWK 1400	250
	WWVA 1170	50,000
WILLIAMSON	WBTH 1400	250

"Go west young man" . . .

GO WEST VIRGINIA!

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THE WEST VIRGINIA NETWORK

WCHS CHARLESTON 5000 ON 580

WBLK CLARKSBURG 250 ON 1400 • WPAR PARKERSBURG 250 ON 1450

WSAZ HUNTINGTON 1000 ON 930

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
	2,283	75.4	1,722	....	....	....	718	82.0	589	1,565	72.4	1,133
	5,528	86.2	4,762	2,931	93.3	2,735	1,215	81.8	994	1,382	74.8	1,033
	8,822	86.5	7,627	1,594	92.6	1,476	2,663	88.8	2,366	4,565	82.9	3,785
	4,226	79.7	3,370	....	....	....	2,075	85.0	1,763	2,151	74.7	1,607
	20,506	93.7	19,223	13,732	96.1	13,197	3,364	91.3	3,073	3,410	86.6	2,953
	4,124	83.7	3,452	....	....	....	1,876	83.7	1,570	2,248	83.7	1,882
	3,078	81.7	2,513	....	....	....	981	83.0	814	2,097	81.0	1,699
	4,382	91.1	3,990	....	....	....	2,245	92.3	2,071	2,137	89.8	1,919
	9,595	85.5	8,206	2,834	93.8	2,660	2,586	87.0	2,249	4,175	79.0	3,297
	8,600	80.7	6,942	770	85.3	657	2,236	87.3	1,953	5,594	77.4	4,332
	8,923	90.2	8,051	2,903	94.3	2,737	2,727	90.2	2,460	3,293	86.7	2,854
	4,556	83.3	3,794	1,276	88.4	1,128	1,170	78.5	918	2,110	82.9	1,748
	35,372	95.5	33,787	20,656	97.8	20,197	8,272	94.3	7,799	6,444	89.9	5,791
	13,918	92.6	12,886	5,419	94.9	5,144	3,608	92.2	3,327	4,891	90.3	4,415
	4,963	87.7	4,349	1,518	95.5	1,449	1,133	86.0	975	2,312	83.3	1,925
	....	90.1	11,595	9,644	95.1	9,171	1,088	73.8	803	2,130	76.1	1,621
	7,036	86.5	6,086	1,968	93.3	1,837	1,354	85.7	1,161	3,714	83.1	3,088
	12,578	90.2	11,342	8,515	95.2	8,106	1,684	84.1	1,416	2,379	76.5	1,820
	1,088	80.7	878	....	....	....	602	85.8	517	486	74.4	361
	16,362	93.3	15,265	9,450	96.1	9,079	2,709	91.8	2,486	4,203	88.0	3,700
	2,700	79.2	2,139	....	....	....	1,919	82.9	1,591	781	70.1	548
	10,847	86.1	9,337	2,390	91.0	2,174	3,986	83.7	3,336	4,471	85.6	3,827
	6,477	90.6	5,870	1,864	93.7	1,746	1,965	89.6	1,760	2,648	89.3	2,364
	3,998	87.6	3,503	1,257	88.8	1,116	1,243	88.1	1,095	1,498	86.3	1,292
	5,438	85.4	4,642	....	....	....	2,803	85.4	2,394	2,635	85.3	2,248
	2,584	86.4	2,234	826	93.0	768	1,121	87.0	976	637	76.9	490
	4,288	79.9	3,430	730	93.4	682	1,154	75.9	876	2,404	77.9	1,872
	10,803	93.3	10,077	5,185	96.6	5,007	2,270	92.5	2,100	3,348	88.7	2,970
	4,938	79.1	3,908	754	88.7	669	1,866	82.1	1,532	2,318	73.6	1,707
	16,764	97.2	16,303	12,960	97.7	12,666	2,073	96.5	2,001	1,731	94.5	1,636
	4,261	88.5	3,772	1,485	95.4	1,417	620	83.8	519	2,156	85.2	1,836
	15,851	93.3	14,781	11,788	95.5	11,252	2,285	87.4	1,997	1,778	86.2	1,532
	4,876	87.2	4,253	....	....	....	2,439	86.1	2,101	2,437	88.3	2,152
	5,634	87.6	4,935	2,495	94.7	2,363	1,083	80.7	874	2,056	82.6	1,698
	5,778	83.7	4,842	3,291	92.2	3,034	427	75.4	322	2,060	72.1	1,486
	15,846	94.3	14,947	9,306	97.7	9,091	2,572	90.1	2,316	3,968	89.2	3,540
	18,094	86.9	15,735	7,236	96.3	6,967	3,731	88.5	3,300	7,127	76.7	5,468
	9,143	86.7	7,931	3,796	94.5	3,587	2,280	90.6	2,066	3,067	74.3	2,278
	2,530	81.5	2,062	....	....	....	1,173	86.0	1,008	1,357	77.7	1,054
	209,682	97.4	204,239	195,419	97.4	190,366	12,125	97.7	11,847	2,138	94.8	2,026
	7,512	80.9	6,076	2,651	88.7	2,350	1,225	77.8	953	3,636	76.3	2,773
	6,593	85.4	5,634	1,448	94.7	1,371	1,834	87.4	1,603	3,311	80.3	2,660
	5,059	84.9	4,297	2,295	93.4	2,143	1,852	78.7	1,457	912	76.4	697
	17,519	94.1	16,483	11,242	97.0	10,902	2,634	88.3	2,325	3,643	89.4	3,256
	5,002	94.2	4,712	1,103	96.3	1,063	2,224	94.5	2,102	1,675	92.3	1,547
	1,987	82.4	1,638	....	....	....	928	87.5	812	1,059	78.0	826
	5,788	85.9	4,974	768	92.2	708	1,807	86.1	1,555	3,213	84.4	2,711
	6,806	86.2	5,869	....	....	....	2,401	90.1	2,164	4,405	84.1	3,705
	8,386	84.9	7,120	3,880	93.5	3,627	1,390	84.3	1,172	3,116	74.5	2,321
	4,770	77.0	3,671	822	94.5	777	1,366	80.6	1,100	2,582	69.5	1,794
	24,992	97.2	24,291	19,565	98.0	19,170	3,167	95.1	3,013	2,260	93.3	2,108
	5,280	84.6	4,469	1,302	91.8	1,196	1,175	78.8	926	2,803	83.7	2,347
	22,452	94.4	21,200	14,797	96.1	14,215	3,609	93.4	3,371	4,046	89.3	3,614
	4,416	80.9	3,572	985	94.5	930	732	85.8	628	2,699	74.6	2,014
	6,349	90.7	5,758	963	96.6	930	2,176	92.0	2,002	3,210	88.0	2,826
	9,125	86.8	7,922	3,030	93.6	2,837	2,433	86.4	2,102	3,662	81.4	2,983
	2,910	75.3	2,192	....	....	....	1,562	77.4	1,210	1,348	72.9	982
	8,551	84.0	7,183	1,495	94.8	1,418	2,913	83.0	2,418	4,143	80.8	3,347
	20,558	95.2	19,576	13,278	96.9	12,862	3,479	94.7	3,294	3,801	90.0	3,420
	4,928	75.1	3,699	....	....	....	1,440	86.7	1,249	3,488	70.2	2,450
	6,196	82.7	5,124	....	....	....	2,827	84.0	2,375	3,369	81.6	2,749
	7,767	81.7	6,346	1,065	91.6	975	2,265	77.8	1,762	4,437	81.3	3,609
	2,356	79.2	1,866	....	....	....	1,814	79.5	1,442	542	78.2	424
	9,489	94.2	8,942	3,215	95.2	3,060	3,291	94.2	3,100	2,983	93.3	2,782
	3,341	81.8	2,732	712	91.3	650	924	81.2	750	1,705	78.1	1,332
	7,417	92.4	6,852	2,671	96.6	2,581	1,867	91.6	1,711	2,879	88.9	2,560
	16,413	95.9	15,747	6,260	97.1	6,077	6,137	96.3	5,911	4,016	93.6	3,759
	9,085	87.6	7,961	3,236	93.9	3,040	2,094	86.8	1,817	3,755	82.7	3,104
	3,911	81.1	3,173	7	85.7	6	1,580	87.4	1,381	2,324	76.8	1,786
	21,742	94.7	20,590	16,743	96.0	16,066	2,225	92.5	2,058	2,774	88.9	2,466
	11,173	89.5	10,000	5,706	94.3	5,381	2,277	91.2	2,076	3,190	79.7	2,543
State Total...	827,207	91.7	758,449	463,231	96.5	446,813	161,089	88.9	143,154	202,887	83.0	168,482

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Appleton	7,786	97.1	7,563
Beloit	7,383	95.5	7,051
Eau Claire	8,515	95.2	8,106
Fond du Lac	7,505	96.5	7,239
Green Bay	12,144	96.4	11,704
Kenosha	12,960	97.7	12,666
La Crosse	11,788	95.5	11,252
Madison	19,221	98.0	18,842
Milwaukee	164,335	97.2	159,670
Oshkosh	11,075	95.0	10,520
Racine	18,306	98.0	17,944
Sheboygan	11,092	97.0	10,757
Superior	9,644	95.1	9,171
Wausau	7,236	96.3	6,967
Wauwatosa	7,211	99.4	7,170
West Allis	9,570	98.6	9,437

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
APPLETON	WHBY 1230	250
ASHLAND	WATW 1400	100
EAU CLAIRE	WEAU 790	5,000–LS 1,000–N
FOND DU LAC	KFIZ 1450	250
GREEN BAY	WTAQ 1360	5,000
JANESVILLE	WCLO 1230	250
LaCROSSE	WKBH 1410	1,000
MADISON	*WHA 970	5,000–D
	WIBA 1310	5,000
MANITOWOC	WOMT 1240	100
MARINETTE	WMAM 570	250–D
MEDFORD	WIGM 1490	250
MILWAUKEE	WEMP 1340	250
	WISN 1150	5,000
	WTMJ 620	5,000
OSHKOSH	WOSH 1490	250
POYNETTE	WIBU 1240	250
RACINE	WRJN 1400	250
RICE LAKE	WJMC 1240	250
SHEBOYGAN	WHBL 1330	1,000–LS 250–N
STEVENS POINT	*WLBL 930	5,000–D
SUPERIOR	WDSM 1230	100
WAUSAU	WSAU 1400	250
WISCONSIN RAPIDS	WFHR 1340	250

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WMOB

● ASCAP Radio Program Service offers without cost to any ASCAP-licensed station, programs that are written to entertain and to sell. If you are not using these programs you're missing a bet. Write or wire at once and the new series will be sent you immediately.

ASCAP
Radio Program Service
30 Rockefeller Plaza, New York

WYOMING

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farme Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Albany	4,139	88.4	3,657	3,113	92.8	2,888	385	68.0	262	641	79.1	507
Big Horn	3,307	83.1	2,747	....	....	....	1,954	89.3	1,745	1,353	74.1	1,002
Campbell	1,795	78.5	1,408	....	....	....	723	85.0	615	1,072	74.0	793
Carbon	3,765	80.0	3,005	1,523	87.3	1,329	1,506	79.4	1,196	736	65.1	480
Converse	1,939	80.8	1,563	....	....	....	1,187	85.7	1,017	752	72.6	546
Crook	1,480	74.6	1,105	....	....	....	554	72.6	402	926	75.9	703
Fremont	4,539	71.7	3,127	1,493	87.2	1,302	912	67.3	614	1,954	62.0	1,211
Goshen	3,101	82.7	2,561	....	....	....	1,463	87.2	1,276	1,638	78.5	1,285
Hot Springs	1,424	77.5	1,105	....	....	....	1,104	76.5	845	320	81.1	260
Johnson	1,516	82.1	1,244	....	....	....	846	85.5	723	670	77.8	521
Laramie	8,180	92.5	7,566	6,351	94.9	6,028	768	87.8	674	1,061	81.4	864
Lincoln	2,552	88.5	2,258	....	....	....	1,712	87.9	1,505	840	89.6	753
Natrona	7,364	88.5	6,515	5,599	90.0	5,040	1,246	90.4	1,126	519	67.3	349
Niobrara	1,720	81.1	1,394	....	....	....	1,115	82.9	924	605	77.7	470
Park	3,087	82.3	2,539	747	90.0	673	948	81.4	772	1,392	78.6	1,094
Platte	2,232	80.7	1,799	....	....	....	1,178	84.9	1,000	1,054	75.8	799
Sheridan	5,427	87.6	4,754	3,185	92.9	2,959	990	83.4	826	1,252	77.4	969
Sublette	816	79.8	651	....	....	....	385	79.9	308	431	79.7	343
Sweetwater	5,583	87.5	4,884	3,610	90.3	3,261	1,713	83.3	1,427	260	75.4	196
Teton	715	82.2	587	....	....	....	455	83.2	378	260	80.5	209
Uinta	1,809	86.8	1,571	1,011	95.7	967	352	72.2	254	446	78.5	350
Washakie	1,443	81.1	1,170	700	79.4	556	190	82.4	157	553	82.6	457
Weston	1,421	78.9	1,121	....	....	....	958	80.1	767	463	76.5	354
Yellowstone National Park (Part)	200	100.0	200	....	....	....	198	100.0	198	2	100.0	2
State Total	69,374	84.4	58,531	27,332	91.5	25,003	22,842	83.2	19,011	19,200	75.7	14,517

Cities of 2,500 Or More Population

City	Units	% Radio	Radio Units
Laramie	3,113	92.8	2,888
Rawlins	1,523	87.3	1,329
Lander	784	85.8	673
Riverton	709	88.7	629
Cheyenne	6,351	94.9	6,208
Casper	5,599	90.0	5,040
Cody	747	90.0	673
Sheridan	3,185	92.9	2,959
Green River	723	91.6	662
Rock Springs	2,887	90.0	2,599
Evanston	1,011	95.7	967
Worland	700	79.4	556

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
CASPER	KDFN 1470	1,000
CHEYENNE	KFBC 1240	250
POWELL	KPOW 1230	250
ROCK SPRINGS	KVRS 1400	250
SHERIDAN	KWYO 1400	250

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WAJR

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ASCAP

Radio Program Service

30 Rockefeller Plaza, New York

KTAR

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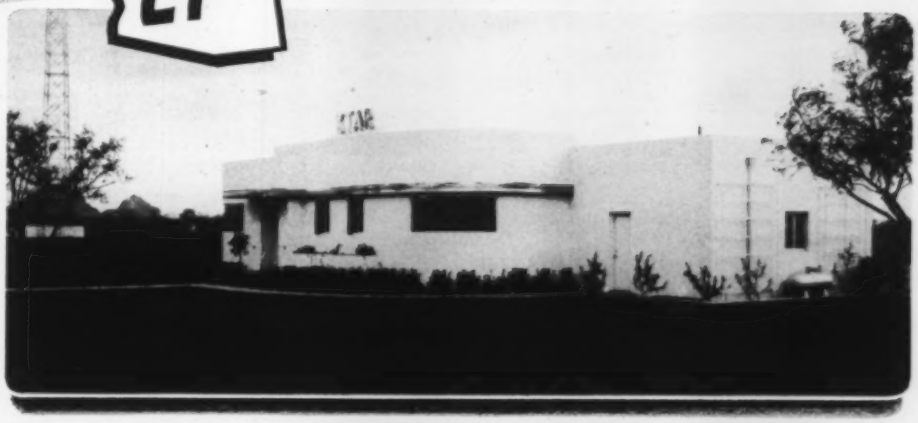

BEGINNING as Arizona's FIRST licensed broadcasting station KTAR's leadership has been continuous since June 21, 1922. Too numerous to mention are the FIRSTS that have been scored by this pioneer producer of the best in radio. By every comparison it pays to prefer the listeners' choice in Arizona — KTAR, Phoenix.

KTAR

PHOENIX ARIZONA

KEY STATION OF THE

Arizona BROADCASTING CO. Inc.

Represented Nationally by

Paul H. Raymor Company

New York Chicago Detroit San Francisco Los Angeles

Affiliated with the PHOENIX REPUBLIC and GAZETTE

RETAIL TRADE IN UNITED STATES BY COUNTIES AND CITIES

Population, Stores and Sales

Compiled from Census of 1940; Retail Sales and Stores Cover 1939

U. S. Total Population: 131,669,275 | **Total No. of Stores: 1,770,355** | **Total Retail Sales: $42,038,448,000**

ALABAMA

Population of County and All Places Over 2,500		No. of Stores	Retail Sales (000 Omitted)
State Total	2,832,961	23,916	$435,973
Autauga	20,977	148	1,460
Baldwin	32,324	381	5,018
Barbour	32,722	259	3,087
Eufaula	6,269	91	1,832
Remainder of County	26,453	168	1,255
Bibb	20,155	154	1,948
Blount	29,490	226	2,365
Bullock	19,810	193	1,679
Union Springs	3,107	81	1,195
Remainder of County	16,703	112	484
Butler	32,447	265	3,244
Greenville	5,075	105	1,993
Remainder of County	27,372	160	1,251
Calhoun	63,319	600	10,878
Anniston	25,523	328	8,447
Jacksonville	2,995	47	447
Piedmont	4,019	78	871
Remainder of County	30,782	147	1,113
Chambers	42,146	293	3,136
Lanett	6,141	59	577
Remainder of County	36,005	234	2,559
Cherokee	19,928	185	1,305
Chilton	27,955	245	3,035
Choctaw	20,195	155	1,265
Clarke	27,636	239	3,503
Clay	16,907	145	1,401
Cleburne	13,629	106	1,404
Coffee	31,987	294	2,826
Enterprise	4,353	95	1,636
Remainder of County	27,634	199	1,190
Colbert	34,093	316	5,158
Sheffield	7,933	94	2,693
Tuscumbia	5,515	77	1,518
Remainder of County	20,645	145	947
Conecuh	25,489	168	1,896
Coosa	13,460	94	762
Covington	42,417	399	6,257
Andalusia	6,886	112	3,125
Florala	2,999	72	859
Opp	3,178	60	1,243
Remainder of County	29,354	155	1,030
Crenshaw	23,631	191	1,998
Cullman	47,343	351	5,822
Cullman	5,074	151	4,364
Remainder of County	42,269	200	1,458
Dale	22,685	214	1,564
Ozark	3,601	82	970
Remainder of County	19,084	132	594
Dallas	55,245	452	8,324
Selma	19,834	286	7,228
Remainder of County	35,411	146	1,096
De Kalb	43,075	306	3,578
Fort Payne	4,424	94	1,888
Remainder of County	38,651	212	1,690
Elmore	34,546	304	3,411
Escambia	30,671	311	5,159
Atmore	3,200	79	1,727
Brewton	3,323	81	2,399
Remainder of County	24,148	151	1,033
Etowah	72,580	637	14,845
Attalla	4,885	72	1,258
Gadsden	36,975	389	12,514
Remainder of County	30,720	176	1,073
Fayette	21,651	148	2,200
Fayette	2,668	66	1,546
Remainder of County	18,983	82	654
Franklin	27,552	214	2,460
Russellville	3,510	71	1,378
Remainder of County	24,042	143	1,082
Geneva	29,172	234	2,697
Greene	19,185	107	1,585
Hale	25,533	128	1,587
Henry	21,912	146	1,684
Houston	45,665	501	7,641
Dothan	17,194	298	6,624
Remainder of County	28,471	203	1,017
Jackson	41,802	326	3,369
Scottsboro	2,834	98	1,880
Remainder of County	38,968	228	1,489
Jefferson	459,930	3,899	123,953
Bessemer	22,826	242	6,773
Birmingham	267,583	2,651	100,136
Fairfield	11,703	101	2,824
Homewood	7,397	54	1,071
Leeds (part)[1]	2,871	47	959
Tarrant City	6,833	70	1,344
Remainder of County	140,717	734	10,846
Lamar	19,708	144	1,608

ALABAMA—Continued

Population of County and All Places Over 2,500		No. of Stores	Retail Sales (000 Omitted)
Lauderdale	46,230	384	$7,158
Florence	15,043	209	6,122
Remainder of County	31,187	175	1,036
Lawrence	27,880	165	1,415
Lee	36,455	327	5,330
Auburn	4,652	73	1,573
Opelika	8,487	145	3,240
Remainder of County	23,316	109	517
Limestone	35,642	285	3,192
Athens	4,342	102	2,223
Remainder of County	31,300	183	969
Lowndes	22,661	134	1,369
Macon	27,654	277	2,683
Tuskegee	3,937	124	1,935
Remainder of County	23,717	153	748
Madison	66,317	552	11,228
Huntsville	13,050	287	8,767
Remainder of County	53,267	265	2,461
Marengo	35,736	268	3,158
Demopolis	4,137	72	1,706
Remainder of County	31,599	196	1,452
Marion	28,776	174	2,080
Marshall	42,395	416	5,400
Albertville	3,651	81	1,648
Guntersville	4,398	97	1,716
Remainder of County	34,346	238	2,036
Mobile	141,974	1,791	36,722
Mobile	78,720	1,043	30,838
Prichard	6,084	125	1,013
Remainder of County	57,170	623	4,871
Monroe	29,465	231	2,859
Montgomery	114,420	1,159	32,058
Montgomery	78,084	947	30,930
Remainder of County	36,336	212	1,128
Morgan	48,148	451	8,211
Decatur	16,604	236	6,058
Hartselle	2,584	66	1,292
Remainder of County	28,960	149	861
Perry	26,610	171	2,179
Pickens	27,671	145	2,207
Pike	32,493	332	4,394
Troy	7,055	136	2,730
Remainder of County	25,438	196	1,664
Randolph	25,516	217	2,156
Roanoke	4,168	94	1,285
Remainder of County	21,348	123	871
Russell	35,775	320	3,153
Phenix	15,351	193	2,304
Remainder of County	20,424	127	849
St. Clair	37,336	186	2,994
Leeds (part)[1]	39		
Remainder of County	27,297	186	2,994
Shelby	28,962	209	2,719
Sumter	27,321	154	2,069
Talladega	51,832	396	6,669
Sylacauga	6,269	121	2,730
Talladega	9,298	129	3,002
Remainder of County	36,265	146	937
Tallapoosa	35,270	299	4,569
Alexander	6,640	103	2,598
Remainder of County	28,630	196	1,971
Tuscaloosa	76,036	565	13,160
Northport	3,187	40	967
Tuscaloosa	27,493	317	10,872
Remainder of County	45,356	178	1,321
Walker	64,201	404	7,423
Carbon Hill	2,555	41	425
Jasper	6,847	118	3,706
Remainder of County	54,799	245	3,292
Washington	16,188	137	979
Wilcox	26,279	181	1,758
Winston	18,746	128	1,569

[1] Leeds is in Jefferson and St. Clair Counties

ARIZONA

State Total	499,261	6,242	$162,003
Apache	24,095	133	2,449
Cochise	34,627	454	10,988
Bisbee	5,853	71	2,200
Douglas	8,623	128	3,837
Remainder of County	20,151	255	4,951
Coconino	18,770	228	6,750
Flagstaff	5,080	101	4,103
Remainder of County	13,690	127	2,647

ARIZONA—Continued

Population of County and All Places Over 2,500		No. of Stores	Retail Sales (000 Omitted)
Gila	23,867	270	$6,504
Globe	6,141	104	3,203
Miami	4,722	72	1,467
Remainder of County	13,004	94	1,834
Graham	12,113	171	3,138
Greenlee	8,698	103	2,216
Clifton	2,668	50	1,008
Remainder of County	6,030	53	1,208
Maricopa	186,193	2,381	66,688
Glendale	4,855	80	1,797
Mesa	7,224	112	2,736
Phoenix	65,414	1,207	47,922
Tempe	2,906	64	1,073
Remainder of County	105,794	918	13,160
Mohave	8,591	164	4,201
Navajo	25,309	232	5,680
Winslow	4,577	74	2,642
Remainder of County	20,732	158	3,038
Pima	72,838	872	28,603
Tucson	36,818	572	23,646
Remainder of County	36,020	300	4,957
Pinal	28,841	378	5,443
Santa Cruz	9,482	123	3,519
Nogales	5,135	91	3,156
Remainder of County	4,347	32	363
Yavapai	26,511	437	9,321
Prescott	6,018	163	5,065
Remainder of County	20,493	274	4,256
Yuma	19,326	296	6,503
Yuma	5,325	117	4,262
Remainder of County	14,001	179	2,277

ARKANSAS

State Total	1,949,387	20,328	$298,301
Arkansas	24,437	275	5,054
Stutthart	5,628	112	2,830
Remainder of County	18,809	163	2,224
Ashley	26,785	189	3,355
Crossett	4,891	12	(x)
Remainder of County	21,894	177	(x)
Baxter	10,281	127	875
Benton	36,148	480	5,147
Rogers	3,550	129	1,753
Siloam Springs	2,764	80	1,121
Remainder of County	29,834	271	2,273
Boone	15,860	217	3,039
Harrison	4,238	106	2,653
Remainder of County	11,622	111	386
Bradley	18,097	157	2,841
Warren	2,516	72	2,202
Remainder of County	15,581	85	639
Calhoun	9,636	68	566
Carroll	14,737	216	1,561
Chicot	27,452	241	2,965
Dermott	3,083	52	695
Remainder of County	24,369	189	2,270
Clark	24,402	259	3,408
Arkadelphia	5,078	120	2,113
Remainder of County	19,324	139	1,295
Clay	28,386	288	2,506
Cleburne	13,134	123	946
Cleveland	12,570	84	758
Columbia	29,822	252	4,217
Magnolia	4,326	102	3,098
Remainder of County	25,496	150	1,119
Conway	21,536	240	2,363
Morrilton	4,608	144	2,029
Remainder of County	16,928	96	334
Craighead	47,200	518	7,557
Jonesboro	11,729	247	5,585
Remainder of County	35,471	271	1,972
Crawford	23,920	243	2,536
Van Buren	5,422	109	1,489
Remainder of County	18,498	134	1,047
Crittenden	42,473	413	5,519
Cross	26,046	257	2,793
Wynne	3,633	89	1,615
Remainder of County	22,413	168	1,178
Dallas	14,471	161	2,413
Fordyce	3,429	71	1,803
Remainder of County	11,042	90	610
Desha	27,160	221	2,948
McGehee	3,663	78	1,540
Remainder of County	23,497	143	1,403

ARKANSAS—Continued

Population of County and All Places Over 2,500		No. of Stores	Retail Sales (000 Omitted)
Drew	19,831	181	$2,386
Monticello	3,650	91	1,702
Remainder of County	16,181	90	684
Faulkner	25,880	267	3,219
Conway	5,782	150	2,811
Remainder of County	20,098	117	684
Franklin	15,683	162	1,425
Fulton	10,253	91	479
Garland	41,664	671	11,618
Hot Springs	21,370	513	10,468
Remainder of County	20,294	158	1,150
Grant	10,477	80	961
Greene	30,204	283	3,568
Paragould	7,079	172	3,075
Remainder of County	23,125	111	493
Hempstead	32,770	276	4,332
Hope	7,475	148	3,903
Remainder of County	25,295	128	429
Hot Spring	18,916	219	2,987
Malvern	5,290	125	1,767
Remainder of County	13,626	94	329
Howard	16,621	182	2,324
Nashville	2,782	83	1,651
Remainder of County	13,839	99	673
Independence	25,643	227	3,285
Batesville	5,267	115	2,327
Remainder of County	20,376	112	758
Izard	12,834	131	637
Jackson	26,427	253	3,519
Newport	4,321	122	2,503
Remainder of County	22,106	131	1,016
Jefferson	65,101	780	12,824
Pine Bluff	21,290	456	10,677
Remainder of County	43,811	324	2,147
Johnson	18,795	187	1,892
Clarksville	3,118	88	1,409
Remainder of County	15,677	99	483
Lafayette	16,851	168	1,918
Lawrence	22,651	216	2,248
Lee	26,810	224	2,738
Marianna	4,449	114	2,099
Remainder of County	22,361	110	639
Lincon	19,709	139	1,149
Little River	15,932	133	1,645
Logan	25,967	241	2,692
Paris	3,430	88	1,399
Remainder of County	22,537	153	1,492
Lonoke	29,802	290	3,870
Madison	14,531	141	577
Marion	9,464	84	367
Miller	31,874	327	7,122
Texarkana (Arkansas only)	11,821	245	6,841
Remainder of County	20,053	82	281
Mississippi	80,217	796	15,023
Blytheville	10,652	246	7,178
Osceola	3,226	102	2,980
Remainder of County	66,339	448	4,915
Monroe	21,133	165	2,228
Brinkley	3,409	54	1,097
Clarendon	2,551	38	591
Remainder of County	15,173	73	598
Montgomery	8,876	85	588
Nevada	19,869	167	2,229
Prescott	3,177	90	1,738
Remainder of County	16,692	77	491
Newton	10,881	102	315
Ouachita	31,151	300	5,050
Camden	8,975	155	3,970
Remainder of County	22,176	145	1,080
Perry	8,392	78	382
Phillips	45,970	383	7,051
Helena	8,546	163	4,603
West Helena	4,717	49	640
Remainder of County	32,707	171	1,808
Pike	11,786	133	1,036
Poinsett	37,670	346	4,473
Trumann	3,381	59	770
Remainder of County	34,289	287	3,703
Polk	15,832	197	2,340
Mena	3,510	108	1,650
Remainder of County	12,322	89	690
Pope	25,682	252	3,327
Russellville	5,927	130	2,600
Remainder of County	19,755	122	727

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The Katz Agency maintains a five-man research and sales promotion department separately staffed from the sales department. Working in close cooperation with the sales staff, The Katz Agency Data Service organizes and supplies carefully edited data sheets referring to all aspects of stations' coverage, market, and competition. The sales information of all Katz offices is thus coordinated; the effectiveness of each individual salesman is thus increased.

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NEW YORK CHICAGO DETROIT ATLANTA
KANSAS CITY DALLAS SAN FRANCISCO

ARKANSAS—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Prairie	15,304	153	$1,188
Pulaski	156,085	2,124	50,774
Little Rock	88,039	1,370	41,063
North Little Rock	21,137	386	7,315
Remainder of County	46,909	368	2,396
Randolph	18,319	186	1,687
St. Francis	36,043	350	4,472
Forrest City	5,699	121	2,759
Remainder of County	30,344	229	1,713
Saline	19,163	166	2,059
Benton	3,502	70	1,447
Remainder of County	15,661	96	612
Scott	13,300	140	1,389
Searcy	11,942	126	613
Sebastian	62,809	762	17,089
Fort Smith	36,584	575	15,755
Remainder of County	26,225	187	1,334
Sevier	15,248	148	1,532
De Queen	3,055	70	1,017
Remainder of County	12,193	78	515
Sharp	11,497	118	588
Stone	8,603	61	414
Union	50,461	622	12,596
El Dorado	15,858	330	9,424
Remainder of County	34,603	292	3,172
Van Buren	12,518	119	524
Washington	41,114	476	8,269
Fayetteville	8,212	177	4,819
Springdale	3,319	90	2,291
Remainder of County	29,583	209	1,159
White	37,176	386	4,292
Searcy	3,670	88	2,030
Remainder of County	33,506	298	2,262
Woodruff	22,133	202	2,446
Yell	20,970	203	1,876

CALIFORNIA

State Total	6,907,387	112,428	$3,187,809
Alameda	513,011	7,911	250,580
Alameda	36,256	357	9,611
Albany	11,493	109	2,800
Berkeley	85,547	1,134	34,298
Hayward	6,736	222	8,631
Livermore	2,885	83	2,026
Oakland	302,163	5,154	180,865
Piedmont	9,866	14	480
San Leandro	14,601	212	4,333
Remainder of County	43,464	626	7,536
Alpine	323	6	31
Amador	8,973	195	3,418
Butte	42,840	743	18,588
Chico	9,287	283	9,460
Oroville	4,421	159	4,752
Remainder of County	29,132	301	4,376
Calaveras	8,221	155	2,799
Colusa	9,788	179	4,114
Contra Costa	100,450	1,476	34,397
Antioch	5,106	90	1,829
El Cerrito	6,137	109	2,792
Martinez	7,381	151	4,722
Pittsburg	9,520	165	4,371
Richmond	23,642	349	9,498
Remainder of County	48,664	612	11,185
Del Norte	4,745	160	1,890
El Dorado	13,229	239	4,568
Placerville	3,064	95	3,071
Remainder of County	10,165	144	1,492
Fresno	178,565	2,885	78,420
Coalinga	5,026	85	3,069
Fresno	60,685	1,436	53,344
Reedley	3,170	102	2,335
Sanger	4,017	82	2,356
Selma	3,667	114	2,193
Remainder of County	102,000	1,066	15,123
Glenn	12,195	197	4,964
Humboldt	45,812	860	19,619
Eureka	17,055	890	11,749
Remainder of County	28,757	470	7,870
Imperial	59,740	851	23,721
Brawley	11,718	232	5,643
Calexico	5,415	102	3,515
El Centro	10,017	222	9,219
Remainder of County	32,590	295	5,344
Inyo	7,625	153	4,092
Kern	135,124	1,948	58,972
Bakersfield	29,252	740	34,908
Delano	4,573	109	3,085
Taft	3,205	130	4,524
Remainder of County	98,094	969	16,455
Kings	35,168	563	13,645
Hanford	8,234	204	7,181
Remainder of County	26,934	359	6,464
Lake	8,069	222	2,812
Lassen	14,479	208	5,631
Los Angeles	2,785,643	44,505	1,314,497
Alhambra	38,935	581	20,392
Arcadia	9,122	125	3,795
Azusa	5,209	80	1,433
Bell	11,264	173	3,993
Belvedere twp	37,192	435	5,462
Beverly Hills	26,823	517	31,915

CALIFORNIA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Burbank	34,337	399	$11,261
Claremont	3,057	45	1,012
Compton	16,198	302	8,923
Covina	3,049	79	2,117
Culver City	8,976	236	6,045
El Monte	4,746	172	4,402
El Segundo	3,738	40	1,096
Gardena	5,909	102	1,395
Glendale	82,582	1,257	44,612
Glendora	2,822	57	990
Hawthorne	8,263	104	2,160
Hermosa Beach	7,197	161	2,848
Huntington Park	28,648	571	22,705
Inglewood	30,114	468	13,401
La Verne	3,092	34	446
Long Beach	164,271	3,189	85,833
Los Angeles	1,504,277	24,535	782,842
Lynwood	10,982	142	2,872
Manhattan Beach	6,398	94	1,691
Maywood	10,731	163	2,926
Monrovia	12,807	232	5,333
Montebello	8,016	95	1,986
Monterey Park	8,531	129	2,261
Pasadena	81,864	1,565	55,227
Pomona	23,539	457	13,050
Redondo Beach	13,092	231	3,969
San Fernando	9,094	202	5,955
San Gabriel	11,867	157	3,587
San Marino	8,175	57	1,730
Santa Monica	53,500	1,030	30,579
Sierra Madre	4,581	49	835
Signal Hill	3,184	47	811
South Gate	26,945	328	7,451
South Pasadena	14,356	175	3,942
Torrance	9,950	139	2,959
Whittier	16,115	257	9,331
Remainder of County	412,095	5,294	98,924
Madera	23,314	338	6,984
Madera	6,457	174	4,617
Remainder of County	16,857	164	2,367
Marin	52,907	778	18,448
Mill Valley	4,847	84	1,959
San Anselmo	5,790	89	1,882
San Rafael	8,573	224	9,425
Sausalito	3,540	58	1,009
Remainder of County	30,157	323	4,173
Mariposa	5,605	91	1,662
Mendocino	27,864	565	9,106
Fort Bragg	3,235	107	2,239
Ukiah	3,731	124	3,223
Remainder of County	20,898	334	3,644
Merced	46,988	701	17,877
Merced	10,135	247	9,508
Remainder of County	36,853	454	8,369
Modoc	8,713	164	2,467
Mono	2,299	63	814
Monterey	73,032	1,295	34,616
Carmel-by-the-Sea	2,837	109	2,459
Monterey	10,084	270	7,614
Pacific Grove	6,249	66	2,085
Salinas	11,586	368	14,262
Remainder of County	42,276	482	8,196
Napa	28,503	413	11,426
Napa	7,740	204	8,405
Remainder of County	20,763	209	3,021
Nevada	19,283	355	8,819
Grass Valley	5,701	138	4,496
Remainder of County	13,582	217	4,323
Orange	130,760	2,271	50,112
Anaheim	11,031	195	5,535
Fullerton	10,442	201	4,805
Huntington Beach	3,738	96	1,834
Newport Beach	4,438	145	2,736
Orange	7,901	122	2,747
Santa Ana	31,921	622	19,630
Remainder of County	61,289	890	12,825
Placer	28,108	515	11,243
Auburn	4,013	107	4,164
Roseville	6,653	135	3,726
Remainder of County	17,442	273	3,353
Plumas	11,548	253	3,971
Riverside	105,524	1,721	38,958
Banning	3,874	98	1,912
Corona	8,764	146	3,291
Riverside	34,696	500	17,363
Remainder of County	58,190	977	16,392
Sacramento	170,333	2,749	91,716
North Sacramento	3,053	108	2,390
Sacramento	105,958	2,014	79,063
Remainder of County	61,322	627	10,263
San Benito	11,392	205	3,921
Hollister	3,881	149	3,464
Remainder of County	7,511	56	457
San Bernardino	161,108	2,538	59,747
Chino	4,204	54	633
Colton	9,686	125	2,180
Needles	3,624	49	1,626
Ontario	14,197	223	7,002
Redlands	14,324	226	5,947
San Bernardino	43,646	786	27,258
Upland	6,316	84	1,966

CALIFORNIA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Remainder of County	65,111	991	$13,135
San Diego	289,348	4,605	120,707
Chula Vista	5,138	83	1,724
Coronado	6,932	93	2,416
Escondido	4,560	137	3,396
La Mesa	3,925	89	1,972
National City	10,344	117	2,544
Oceanside	4,651	142	2,478
San Diego	203,341	3,230	95,555
Remainder of County	50,457	714	10,622
San Francisco	634,536	11,339	383,554
San Francisco	634,536	11,339	383,554
San Joaquin	134,207	2,106	55,130
Lodi	11,079	262	6,972
Stockton	54,714	1,203	37,079
Tracy	4,056	126	3,197
Remainder of County	64,358	515	7,882
San Luis Obispo	33,246	754	14,812
Paso Robles	3,045	105	3,274
San Luis Obispo	8,881	255	7,554
Remainder of County	21,320	394	3,984
San Mateo	111,782	1,696	43,452
Burlingame	15,940	226	11,768
Daly City	9,625	148	3,291
Redwood City	12,453	229	7,179
San Bruno	6,519	61	1,570
San Mateo	19,403	307	8,349
South San Francisco	6,629	104	2,729
Remainder of County	41,213	621	8,566
Santa Barbara	70,555	1,267	36,344
Lompoc	3,379	54	1,757
Santa Barbara	34,958	732	23,261
Santa Maria	8,522	175	6,604
Remainder of County	23,696	306	4,722
Santa Clara	174,949	2,786	79,769
Gilroy	3,615	120	2,716
Los Gatos	3,597	101	2,246
Mountain View	3,946	99	2,682
Palo Alto	16,774	246	11,905
San Jose	68,457	1,302	46,175
Santa Clara	6,650	112	2,226
Sunnyvale	4,373	83	1,570
Remainder of County	67,537	723	10,249
Santa Cruz	45,057	968	21,663
Santa Cruz	16,896	419	11,001
Watsonville	8,937	256	7,649
Remainder of County	19,224	293	3,013
Shasta	28,800	552	13,587
Redding	8,109	219	10,443
Remainder of County	20,691	333	3,144
Sierra	3,025	62	901
Siskiyou	28,598	544	11,411
Solano	49,118	738	19,005
Vallejo	20,072	385	12,202
Remainder of County	29,046	353	6,803
Sonoma	69,052	1,413	35,765
Petaluma	8,034	247	10,437
Santa Rosa	12,605	372	13,113
Remainder of County	48,413	794	12,215
Stanislaus	74,866	1,176	34,641
Modesto	16,379	465	19,802
Oakdale	2,592	74	2,208
Turlock	4,839	176	5,125
Remainder of County	51,056	461	7,506
Sutter	18,680	194	3,792
Yuba	4,968	97	2,320
Remainder of County	13,712	97	1,472
Tehama	14,316	292	5,900
Red Bluff	3,824	112	3,713
Remainder of County	10,492	180	2,187
Trinity	3,970	68	835
Tulare	107,152	1,320	35,023
Dinuba	3,790	95	2,612
Exeter	3,883	69	1,705
Lindsay	4,397	78	2,176
Porterville	6,270	173	6,564
Tulare	8,259	191	7,079
Visalia	8,904	249	8,681
Remainder of County	71,649	465	6,206
Tuolumne	10,887	230	5,120
Ventura	69,685	1,096	26,113
Fillmore	3,252	80	1,601
Oxnard	8,519	217	5,732
San Buenaventura	13,264	320	10,976
Santa Paula	8,986	174	3,688
Remainder of County	35,664	305	4,116
Yolo	27,243	380	10,007
Woodland	6,637	146	5,689
Remainder of County	20,606	234	4,318
Yuba	17,034	371	11,618
Marysville	6,646	278	10,611
Remainder of County	10,388	93	1,007

COLORADO

State Total	1,123,296	16,785	$409,103
Adams	22,481	273	3,861
Aurora (part)	2,265	34	759
Brighton	4,029	77	1,627
Remainder of County	16,187	162	1,475

COLORADO—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Alamosa	10,484	172	$4,717
Alamosa	5,613	136	4,411
Remainder of County	4,871	36	306
Arapahoe	32,150	358	7,833
Aurora (part)	1,172	24	432
Englewood	9,680	133	3,990
Remainder of County	21,298	201	3,408
Archuleta	3,806	50	680
Baca	6,207	111	1,196
Bent	9,653	133	1,739
Las Animas	3,232	79	1,478
Remainder of County	6,421	54	262
Boulder	37,438	626	13,164
Boulder	12,958	234	6,662
Longmont	7,406	155	3,869
Remainder of County	17,074	237	2,633
Chaffee	8,109	181	3,981
Salida	4,969	118	2,601
Remainder of County	3,140	63	480
Cheyenne	2,964	63	629
Clear Creek	3,784	78	1,381
Conejos	11,648	119	1,552
Costilla	7,533	78	592
Crowley	5,398	81	1,107
Custer	2,270	40	314
Delta	16,470	238	4,018
Delta	3,717	98	2,403
Remainder of County	12,753	140	1,615
Denver	322,412	4,706	177,963
Denver (coextensive with Denver Co.)	322,412	4,706	177,963
Dolores	1,958	24	232
Douglas	3,496	66	706
Eagle	5,361	90	1,296
Elbert	5,460	70	681
El Paso	54,025	1,004	23,878
Colorado Springs	36,789	672	20,974
Remainder of County	17,236	332	2,904
Fremont	19,742	308	4,923
Canon City	6,690	137	3,126
Florence	2,632	70	1,183
Remainder of County	10,420	101	614
Garfield	10,560	173	3,238
Gilpin	1,625	41	325
Grand	3,587	120	1,497
Gunnison	6,192	118	1,864
Hinsdale	349	8	44
Huerfano	16,088	207	3,591
Walsenburg	5,855	142	2,879
Remainder of County	10,233	65	712
Jackson	1,798	41	568
Jefferson	30,725	388	6,275
Golden	3,175	59	1,594
Remainder of County	27,550	329	4,681
Kiowa	2,793	63	498
Kit Carson	7,512	119	1,691
Lake	6,883	104	2,967
Leadville	4,774	84	2,537
Remainder of County	2,109	20	430
La Plata	15,494	208	4,909
Durango	5,887	149	4,259
Remainder of County	9,607	59	650
Larimer	35,539	651	12,996
Fort Collins	12,251	244	7,640
Loveland	6,145	146	2,791
Remainder of County	17,143	261	2,564
Las Animas	32,369	394	7,488
Trinidad	13,223	211	5,761
Remainder of County	19,146	183	1,727
Lincoln	5,882	152	1,649
Logan	18,370	256	5,730
Sterling	7,411	154	4,911
Remainder of County	10,959	102	819
Mesa	33,791	429	11,860
Grand Junct.	12,479	240	9,835
Remainder of County	21,312	189	2,025
Mineral	975	27	293
Moffat	5,086	81	1,628
Montezuma	10,463	111	2,268
Montrose	15,418	162	4,463
Montrose	4,764	101	3,635
Remainder of County	10,654	61	828
Morgan	17,214	269	5,343
Fort Morgan	4,884	107	2,897
Remainder of County	12,330	162	2,446
Otero	23,571	377	6,975
La Junta	7,040	138	3,641
Rocky Ford	3,494	115	2,058
Remainder of County	13,037	124	1,276
Ouray	2,089	44	561
Park	3,272	89	895
Phillips	4,948	108	1,401
Pitkin	1,836	29	246
Prowers	12,304	222	3,479
Lamar	4,445	120	2,459
Remainder of County	7,859	102	1,020
Pueblo	68,870	952	24,154
Pueblo	52,162	801	22,800
Remainder of County	16,708	151	1,354

COLORADO—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
La Blanco	2,943	40	$866
La Grande	12,404	189	3,988
Monte Vista	3,208	99	2,497
Remainder of County	9,196	90	1,491
Otero	10,525	159	3,059
Pueblo	6,173	87	1,071
San Juan	1,439	45	459
San Miguel	3,664	52	742
Sedgwick	5,294	89	1,607
Summit	1,754	37	348
Teller	6,463	122	1,908
Washington	8,336	103	1,173
Weld	63,747	853	16,700
Greeley	15,995	295	9,659
Remainder of County	47,752	558	7,041
Yuma	12,102	197	2,802

[1] Aurora is in Adams and Arapahoe Counties

CONNECTICUT

State Total	1,709,242	25,873	$717,262
Fairfield	418,384	6,367	188,099
Bethel	4,105	54	1,644
Bridgeport	147,121	2,499	73,628
Danbury	27,921	516	16,035
Darien	9,222	91	2,858
Fairfield	21,135	194	5,000
Greenwich	35,509	432	18,102
New Canaan	6,221	95	4,216
Newtown	4,023	58	1,159
Norwalk	39,849	704	20,003
Ridgefield	3,900	61	1,664
Shelton	10,971	132	1,987
Stamford	61,215	993	30,231
Stratford	22,580	235	4,555
Trumbull	5,294	37	463
Westport	8,258	151	4,321
Remainder of County	11,060	115	2,233
Hartford	450,189	5,974	199,928
Berlin	5,230	40	696
Bloomfield	4,309	27	666
Bristol	30,167	407	10,423
East Hartford	18,615	250	8,393
East Windsor	3,967	39	982
Enfield	13,561	218	5,324
Farmington	5,313	76	1,491
Glastonbury	6,632	62	1,322
Hartford	166,267	2,615	108,613
Manchester	23,799	329	9,833
New Britain	68,685	913	26,197
Newington	5,449	51	930
Plainville	6,935	88	2,064
Simsbury	3,941	48	1,648
Southington	9,649	162	2,460
South Windsor	2,863	20	243
Suffield	4,475	35	649
West Hartford	33,776	211	9,420
Wethersfield	9,644	51	2,083
Windsor	10,068	91	2,040
Windsor Locks	4,347	65	1,552
Remainder of County	12,497	176	2,899
Litchfield	87,041	1,288	31,069
Litchfield	4,029	59	1,851
New Milford	5,559	87	2,894
Plymouth	6,043	70	1,169
Salisbury	3,030	23	967
Thomaston	4,238	89	1,554
Torrington	26,988	436	11,054
Watertown	8,787	93	1,860
Winchester	8,482	156	4,071
Remainder of County	19,885	275	5,649
Middlesex	55,999	826	21,443
Cromwell	3,281	35	458
East Hampton	2,955	48	925
Essex	2,859	51	1,167
Middletown	26,495	347	11,929
Portland	4,321	59	1,106
Remainder of County	16,068	286	5,858
New Haven	484,316	8,085	200,553
Ansonia	19,210	341	6,748
Branford	8,060	151	2,527
Cheshire	4,352	43	1,196
Derby	10,287	223	4,488
East Haven	9,094	104	1,908
Guilford	3,544	97	1,611
Hamden	23,373	226	6,010
Meriden	39,494	714	16,994
Milford	16,439	340	5,922
Naugatuck	15,388	233	4,895
New Haven	160,605	3,079	87,311
North Haven	5,326	63	855
Seymour	6,754	104	2,073
Wallingford	14,788	280	4,827
Waterbury	99,314	1,503	43,622
West Haven	30,021	340	6,147
Remainder of County	18,267	244	3,419
New London	125,224	1,945	48,157
East Lyme	3,338	58	1,224
Griswold	5,343	87	1,451
Groton	10,910	142	3,100
Montville	4,135	41	446
New London	30,456	562	19,356
Norwich	34,140	582	14,828
Preston	4,206	13	131
Stonington	11,002	183	3,653
Waterford	6,594	55	587
Remainder of County	15,100	222	3,381
Tolland	31,866	443	7,444
Mansfield	4,559	22	459
Stafford	5,835	130	2,132
Vernon	8,978	166	3,357
Remainder of County	12,494	125	1,496
Windham	56,223	945	$20,569
Killingly	9,547	167	3,404
Plainfield	7,613	129	2,763
Putnam	8,692	180	3,962
Thompson	5,577	42	550
Windham	13,824	317	8,176
Remainder of County	10,970	110	1,714

CONNECTICUT—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Windham	56,223	945	$20,569
Killingly	9,547	167	3,404
Plainfield	7,613	129	2,763
Putnam	8,692	180	3,962
Thompson	5,577	42	550
Windham	13,824	317	8,176
Remainder of County	10,970	110	1,714

DELAWARE

State Total	266,505	4,544	$110,052
Kent	34,441	708	11,955
Dover	5,517	156	4,920
Milford (part)[1]	1,950	57	1,396
Remainder of County	26,974	495	5,639
New Castle	179,562	2,798	78,115
Newark	4,502	76	2,337
New Castle	4,414	64	1,339
Wilmington	112,504	2,026	64,951
Remainder of County	58,142	632	9,488
Sussex	52,502	1,038	19,982
Laurel	2,884	69	1,344
Milford (part)[1]	2,264	60	1,872
Seaford	2,804	90	1,679
Remainder of County	44,550	819	15,087

[1] Milford is in Kent and Sussex Counties.

DISTRICT OF COLUMBIA

Washington	663,091	6,893	$402,768
1942 Estimate	796,000		

FLORIDA

State Total	1,897,414	28,614	$614,464
Alachua	38,607	547	9,836
Gainesville	13,757	280	7,326
Remainder of County	24,850	267	2,510
Baker	6,510	74	745
Bay	20,686	268	4,735
Panama City	11,610	144	3,738
Remainder of County	9,076	124	997
Bradford	8,717	125	1,398
Brevard	16,142	409	5,366
Melbourne	3,098	99	1,680
Remainder of County	13,044	310	3,686
Broward	39,794	772	16,061
Fort Lauderdale	17,996	336	10,252
Hollywood	6,239	149	3,193
Pompano	4,427	65	1,192
Remainder of County	11,132	222	1,424
Calhoun	8,218	73	967
Charlotte	3,663	78	1,051
Citrus	5,846	82	1,036
Clay	6,468	89	767
Collier	5,102	97	1,174
Columbia	16,859	211	3,171
Lake City	5,836	141	2,863
Remainder of County	11,023	70	308
Dade	267,739	4,624	137,605
Coral Gables	8,294	127	4,980
Hialeah	3,958	73	980
Miami	172,172	3,030	103,215
Miami Beach	28,012	739	20,108
Remainder of County	55,303	655	8,322
De Soto	7,792	138	2,012
Arcadia	4,055	105	1,777
Remainder of County	3,737	33	235
Dixie	7,018	75	1,284
Duval	210,143	2,584	77,628
Jacksonville	173,065	2,185	73,951
Remainder of County	37,078	399	3,677
Escambia	74,667	729	19,070
Pensacola	37,449	456	16,944
Remainder of County	37,218	273	2,126
Flagler	3,008	59	478
Franklin	5,991	92	1,027
Apalachicola	3,268	61	840
Remainder of County	2,723	31	187
Gadsden	31,450	259	5,119
Quincy	3,888	113	2,860
River Junction	7,110	42	659
Remainder of County	20,452	104	1,600
Gilchrist	4,250	39	506
Glades	2,745	33	379
Gulf	6,951	80	1,076
Hamilton	9,778	108	1,084
Hardee	10,158	154	2,021
Wauchula	2,710	85	1,510
Remainder of County	7,448	69	511
Hendry	5,237	80	1,384
Hernando	5,641	79	1,349
Highlands	9,246	166	2,364
Avon Park	3,125	63	1,016
Sebring	3,155	70	1,118
Remainder of County	2,966	33	230
Hillsborough	180,148	2,780	56,411
Plant City	7,491	211	4,407
Tampa	108,391	1,875	46,134
Remainder of County	64,266	694	5,870
Holmes	15,447	110	731
Indian River	8,957	192	2,502
Jackson	34,428	274	4,349
Marianna	5,079	90	2,658
Remainder of County	29,349	184	1,691

FLORIDA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Jefferson	12,032	121	$1,103
Lafayette	4,405	37	376
Lake	27,255	442	7,010
Eustis	2,930	85	1,659
Leesburg	4,687	100	2,702
Remainder of County	19,638	257	2,649
Lee	17,488	304	6,244
Fort Myers	10,604	224	5,376
Remainder of County	6,884	80	868
Leon	31,646	351	8,784
Tallahassee	16,240	274	8,492
Remainder of County	15,406	77	292
Levy	12,550	164	1,578
Liberty	3,752	37	210
Madison	16,190	178	2,063
Manatee	26,098	367	7,075
Bradenton	7,444	165	4,540
Manatee	3,595	43	730
Palmetto	3,491	58	859
Remainder of County	11,568	101	946
Marion	31,243	362	7,734
Ocala	8,986	150	6,179
Remainder of County	22,257	212	1,555
Martin	6,295	134	1,613
Monroe	14,078	269	2,756
Key West	12,927	222	2,522
Remainder of County	1,151	47	234
Nassau	10,826	154	1,794
Fernandina	3,492	74	925
Remainder of County	7,334	80	869
Okaloosa	12,900	140	1,725
Okeechobee	3,000	54	759
Orange	70,074	1,192	31,510
Orlando	36,736	781	26,299
Winter Park	4,715	101	1,763
Remainder of County	28,623	310	3,448
Osceola	10,119	146	2,144
Kissimmee	3,225	69	1,202
Remainder of County	6,894	77	942
Palm Beach	79,989	1,684	35,950
Delray Beach	3,737	89	1,735
Lake Worth	7,408	171	2,795
West Palm Beach	33,693	722	21,925
Remainder of County	35,151	702	9,495
Pasco	13,981	202	2,238
Pinellas	91,852	1,655	41,726
Clearwater	10,136	261	5,636
St. Petersburg	60,812	1,011	32,649
Tarpon Springs	3,402	156	1,350
Remainder of County	17,502	227	2,091
Polk	86,665	1,428	27,297
Bartow	6,158	124	2,035
Haines City	3,890	77	1,206
Lakeland	22,068	487	10,978
Lake Wales	5,024	111	2,601
Winter Haven	6,199	181	5,612
Remainder of County	43,326	448	4,865
Putnam	18,698	318	4,215
Palatka	7,140	159	3,189
Remainder of County	11,558	159	1,026
St. Johns	20,012	408	6,019
St. Augustine	12,090	314	5,082
Remainder of County	7,922	94	937
St. Lucie	11,871	193	4,601
Fort Pierce	8,040	157	4,302
Remainder of County	3,831	36	299
Santa Rosa	16,085	126	1,448
Sarasota	16,106	343	7,605
Sarasota	11,141	271	7,042
Remainder of County	4,965	72	563
Seminole	22,304	411	5,189
Sanford	10,217	253	4,310
Remainder of County	12,087	158	879
Sumter	11,041	132	1,262
Suwannee	17,073	205	2,560
Live Oak	3,427	112	2,003
Remainder of County	13,646	93	557
Taylor	11,565	141	2,004
Perry	2,668	81	1,498
Remainder of County	8,897	60	506
Union	7,094	58	433
Volusia	53,710	1,083	19,364
Daytona Beach	22,584	529	11,403
De Land	7,041	155	3,849
New Smyrna Beach	4,402	95	1,706
Remainder of County	19,683	304	2,406
Wakulla	5,463	63	673
Walton	14,246	130	1,680
De Funiak Springs	2,570	63	1,356
Remainder of County	11,676	67	324
Washington	12,302	102	1,036

GEORGIA

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
State Total	3,123,723	32,870	$624,765
Appling	14,497	133	1,509
Baxley	2,916	79	1,333
Remainder of County	11,581	54	176
Atkinson	7,093	73	434
Bacon	8,096	117	1,214
Baker	7,344	52	273
Baldwin	24,190	204	3,183
Milledgeville	6,778	137	2,858
Remainder of County	17,412	67	325
Banks	8,733	50	188
Barrow	13,064	138	1,688
Winder	3,974	82	1,327
Remainder of County	9,090	56	361
Bartow	25,283	220	3,639
Cartersville	6,141	106	2,740
Remainder of County	19,142	114	899
Ben Hill	14,523	184	3,316
Fitzgerald	7,388	161	3,248
Remainder of County	7,135	23	68
Berrien	15,370	141	2,048
Bibb	83,783	1,036	26,826
Macon	57,865	820	25,208
Remainder of County	25,918	216	1,618
Bleckley	9,655	98	1,081
Brantley	6,871	61	351
Brooks	20,497	153	2,037
Quitman	4,450	88	1,616
Remainder of County	16,047	65	421
Bryan	6,288	80	501
Bulloch	26,010	354	4,523
Statesboro	5,028	169	3,407
Remainder of County	20,982	185	1,116
Burke	26,520	266	2,511
Waynesboro	3,793	92	1,380
Remainder of County	22,727	174	1,131
Butts	9,182	107	1,273
Calhoun	10,438	126	1,030
Camden	5,910	82	858
Candler	9,103	94	1,319
Carroll	34,156	323	3,987
Carrollton	6,214	136	2,490
Remainder of County	27,942	187	1,497
Catoosa	12,199	87	643
Charlton	5,256	59	556
Chatham	117,970	1,603	36,405
Savannah	95,996	1,377	34,513
Remainder of County	21,974	226	1,892
Chattahoochee	15,138	22	152
Chattooga	18,532	117	2,706
Trion	3,800	3	(x)
Remainder of County	14,732	114	(x)
Cherokee	20,126	194	2,340
Canton	2,651	40	1,157
Remainder of County	17,475	154	1,183
Clarke	28,398	346	10,104
Athens	20,650	301	9,867
Remainder of County	7,748	45	237
Clay	7,064	84	741
Clayton	11,655	115	698
College Park (part)[1]	338	...	....
Remainder of County	11,317	115	698
Clinch	6,437	85	704
Cobb	38,272	403	6,321
Marietta	8,667	161	4,041
Remainder of County	29,605	242	2,280
Coffee	21,541	198	3,191
Douglas	5,175	121	2,699
Remainder of County	16,366	77	492
Colquitt	33,012	306	5,131
Moultrie	10,147	181	4,244
Remainder of County	22,865	125	887
Columbia	9,433	74	424
Cook	11,919	118	1,554
Coweta	26,972	267	3,972
Newnan	7,182	146	2,944
Remainder of County	19,790	121	1,028
Crawford	7,128	70	347
Crisp	17,540	207	4,186
Cordele	7,929	171	4,022
Remainder of County	9,611	36	164
Dade	5,894	36	336
Dawson	4,479	40	76
Decatur	22,234	230	3,225
Bainbridge	6,352	138	2,548
Remainder of County	15,882	92	677
De Kalb	86,942	597	12,017
Atlanta (part)[2]	28,994	147	2,981
Decatur	16,561	131	5,181
Remainder of County	41,387	319	3,855
Dodge	21,022	186	2,050
Eastman	3,311	82	1,542
Remainder of County	17,711	104	508
Dooly	16,886	138	1,346
Dougherty	28,565	412	10,418
Albany	19,055	336	10,023
Remainder of County	9,510	76	395

XUM

GEORGIA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Douglas	10,053	97	$1,060
Early	18,679	163	2,343
Blakely	2,774	96	1,964
Remainder of County	15,905	67	379
Echols	2,964	24	94
Effingham	9,646	83	735
Elbert	19,618	230	2,618
Elberton	6,188	131	2,184
Remainder of County	13,430	99	434
Emanuel	23,517	301	2,878
Swainsboro	3,575	112	2,049
Remainder of County	19,942	189	829
Evans	7,401	91	1,112
Fannin	14,752	141	780
Fayette	8,170	67	490
Floyd	56,141	504	14,135
Rome	26,282	350	12,719
Remainder of County	29,859	154	1,416
Forsyth	11,322	104	560
Franklin	15,612	174	1,869
Fulton	392,886	4,954	185,205
Atlanta (part)[2]	273,294	3,990	169,298
College Park (part)[1]	7,875	68	1,288
East Point	12,463	120	4,360
Hapeville	5,059	59	1,057
Remainder of County	94,255	717	9,202
Gilmer	9,001	69	650
Glascock	4,547	47	292
Glynn	21,920	345	6,379
Brunswick	15,035	243	5,514
Remainder of County	6,885	102	865
Gordon	18,445	193	2,527
Grady	19,654	131	2,392
Cairo	4,653	73	2,142
Remainder of County	15,001	58	250
Greene	13,709	97	1,480
Gwinnett	29,087	291	2,979
Buford	4,191	63	936
Remainder of County	24,896	228	2,043
Habersham	14,771	171	2,075
Hall	34,822	375	7,328
Gainesville	10,243	218	6,528
Remainder of County	24,579	157	800
Hancock	12,764	120	1,114
Haralson	14,377	122	1,774
Harris	11,428	82	729
Hart	15,512	98	962
Heard	8,610	51	381
Henry	15,119	143	1,427
Houston	11,303	96	1,488
Irwin	12,936	79	1,077
Jackson	20,089	183	2,403
Commerce	3,294	70	1,128
Remainder of County	16,795	113	1,275
Jasper	8,772	88	945
Jeff Davis	8,841	74	836
Jefferson	20,040	226	2,422
Jenkins	11,843	109	1,310
Millen	2,820	60	1,113
Remainder of County	9,023	49	197
Johnson	12,953	130	1,209
Jones	8,331	44	414
Lamar	10,091	114	1,348
Barnesville	3,535	70	1,100
Remainder of County	6,556	44	248
Lanier	5,632	50	521
Laurens	33,606	325	4,426
Dublin	7,814	169	3,380
Remainder of County	25,792	156	1,046
Lee	7,837	42	450
Liberty	8,595	93	737
Lincoln	7,042	66	518
Long	4,086	36	235
Lowndes	31,860	378	7,232
Valdosta	15,595	273	6,524
Remainder of County	16,265	105	708
Lumpkin	6,223	73	358
McDuffie	10,878	123	1,580
McIntosh	5,292	86	642
Macon	15,947	122	1,588
Madison	13,431	107	823
Marion	6,954	66	631
Meriwether	22,055	239	1,948
Manchester (part)[3]	3,417	59	1,027
Remainder of County	18,638	180	921
Miller	9,998	88	797
Mitchell	23,261	220	2,775
Pelham	2,579	73	1,319
Remainder of County	20,682	147	1,456
Monroe	10,749	108	1,418
Montgomery	9,668	89	635
Morgan	12,713	98	1,273
Murray	11,137	77	770
Muscogee	75,494	938	25,153
Columbus	53,280	743	23,650
Remainder of County	22,214	195	1,503
Newton	18,576	190	2,979
Covington	3,900	94	2,223
Porterdale	3,116	5	235
Remainder of County	11,560	91	521
Oconee	7,576	54	226
Oglethorpe	12,430	91	726

GEORGIA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Paulding	12,832	74	$817
Peach	10,378	106	1,949
Fort Valley	4,953	81	1,754
Remainder of County	5,425	25	195
Pickens	9,136	64	941
Pierce	11,800	123	1,510
Pike	10,375	85	642
Polk	28,467	261	4,970
Cedartown	9,025	128	3,139
Rockmart	3,764	62	1,252
Remainder of County	15,678	71	579
Pulaski	9,829	107	1,470
Hawkinsville	3,000	77	1,355
Remainder of County	6,829	30	115
Putnam	8,514	91	1,154
Quitman	3,435	27	143
Rabun	7,821	87	1,012
Randolph	16,609	188	2,001
Cuthbert	3,447	82	1,260
Remainder of County	13,162	106	741
Richmond	81,863	1,084	26,037
Augusta	65,919	936	25,106
Remainder of County	15,944	148	931
Rockdale	7,724	92	991
Schley	5,033	45	430
Screven	20,353	196	1,895
Seminole	8,492	98	1,068
Spalding	28,427	322	7,329
Griffin	13,222	213	6,672
Remainder of County	15,205	109	657
Stephens	12,972	129	2,114
Toccoa	5,494	99	1,979
Remainder of County	7,478	30	135
Stewart	10,603	104	1,113
Sumter	24,502	283	4,315
Americus	9,281	196	3,697
Remainder of County	15,221	87	618
Talbot	8,141	74	538
Manchester (part)[3]	45	...	....
Remainder of County	8,096	74	538
Taliaferro	6,278	46	361
Tattnall	16,243	154	1,797
Taylor	10,768	103	1,074
Telfair	15,145	181	1,936
Terrell	16,675	170	2,027
Dawson	3,681	100	1,581
Remainder of County	12,994	70	446
Thomas	31,289	388	5,708
Thomasville	12,683	233	4,657
Remainder of County	18,606	155	1,051
Tift	18,599	283	4,230
Tifton	5,228	157	3,537
Remainder of County	13,371	126	693
Toombs	16,952	202	2,713
Vidalia	4,109	107	1,512
Remainder of County	12,843	95	1,201
Towns	4,925	47	146
Treutlen	7,632	56	763
Troup	43,879	523	11,635
Hogansville	3,886	61	762
La Grange	21,983	263	6,521
West Point	3,591	92	4,040
Remainder of County	14,419	107	312
Turner	10,846	115	1,350
Twiggs	9,117	61	413
Union	7,680	68	230
Upson	25,064	229	4,628
E. Thomaston	3,590	17	224
Silvertown	3,930	9	279
Thomaston	6,396	127	3,828
Remainder of County	11,148	76	297
Walker	31,024	259	3,761
Lafayette	3,509	63	1,329
Rossville	3,538	69	1,331
Remainder of County	23,977	127	1,101
Walton	20,777	186	2,715
Monroe	4,168	86	1,907
Remainder of County	16,609	100	808
Ware	27,929	422	8,087
Waycross	16,763	332	7,743
Remainder of County	11,166	90	344
Warren	10,236	79	878
Washington	24,230	246	2,452
Sandersville	3,566	97	1,527
Remainder of County	20,664	149	925
Wayne	13,122	150	1,784
Jesup	2,903	78	1,286
Remainder of County	10,219	72	498
Webster	4,726	31	250
Wheeler	8,535	59	401
White	6,417	64	265
Whitfield	26,105	314	5,944
Dalton	10,448	194	5,247
Remainder of County	15,657	120	697
Wilcox	12,755	110	942
Wilkes	15,084	162	1,740
Washington	3,537	85	1,337
Remainder of County	11,547	77	403

GEORGIA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Wilkinson	11,025	109	$926
Worth	21,374	157	1,477

x Withheld to avoid disclosure.
[1] College Park is in Clayton and Fulton Counties.
[2] Atlanta is in De Kalb and Fulton Counties.
[3] Manchester is in Meriwether and Talbot Counties.

IDAHO

State Total	524,873	6,804	$175,873
Ada	50,401	606	24,695
Boise City	26,130	449	22,103
Remainder of County	24,271	157	2,592
Adams	3,407	52	613
Bannock	34,759	470	14,097
Pocatello	18,133	316	11,733
Remainder of County	16,626	154	2,364
Bear Lake	7,911	111	2,133
Montpelier	2,824	62	1,786
Remainder of County	5,087	49	347
Benewah	7,332	95	1,530
Bingham	21,044	214	4,716
Blackfoot	3,681	107	3,043
Remainder of County	17,363	107	1,673
Blaine	5,295	132	2,177
Boise	2,333	38	389
Bonner	15,667	207	3,494
Sandpoint	4,356	97	2,359
Remainder of County	11,311	110	1,135
Bonneville	25,697	295	11,776
Idaho Falls	15,024	243	11,086
Remainder of County	10,673	52	690
Boundary	5,987	81	1,669
Butte	1,877	33	392
Camas	1,360	29	296
Canyon	40,987	457	13,512
Caldwell	7,272	128	5,182
Nampa	12,149	203	6,820
Remainder of County	21,566	126	1,510
Caribou	2,284	41	807
Cassia	14,430	185	4,485
Burley	5,329	120	3,876
Remainder of County	9,101	65	609
Clark	1,005	18	190
Clearwater	8,243	92	2,111
Custer	3,549	72	877
Elmore	5,518	107	1,732
Franklin	10,229	116	2,555
Preston	4,236	90	2,366
Remainder of County	5,993	26	189
Fremont	10,304	123	2,375
St. Anthony	2,719	55	1,394
Remainder of County	7,585	68	981
Gem	9,544	98	2,826
Emmett	3,203	76	2,594
Remainder of County	6,341	22	232
Gooding	9,257	118	2,668
Idaho	12,691	168	3,200
Jefferson	10,762	114	1,846
Jerome	9,900	115	2,820
Kootenai	22,283	300	5,847
Coeur d'Alene	10,049	167	4,586
Remainder of County	12,234	133	1,261
Latah	18,804	236	6,140
Moscow	6,014	126	4,262
Remainder of County	12,790	110	1,878
Lemhi	6,521	109	2,105
Lewis	4,666	77	1,300
Lincoln	4,230	58	988
Madison	9,186	97	2,426
Rexburg	3,437	74	2,155
Remainder of County	5,749	23	271
Minidoka	9,870	116	2,587
Rupert	3,167	81	2,182
Remainder of County	6,703	35	405
Nez Perce	18,873	280	9,613
Lewiston	10,548	208	9,157
Remainder of County	8,325	72	456
Oneida	5,417	66	1,224
Malad City	2,731	58	1,196
Remainder of County	2,686	8	28
Owyhee	5,652	75	909
Payette	9,511	131	2,845
Payette	3,322	73	2,078
Remainder of County	6,189	58	767
Power	3,965	56	1,120
Shoshone	21,230	316	8,686
Kellogg	4,235	95	3,513
Wallace	3,839	87	3,163
Remainder of County	13,156	134	2,010
Teton	3,601	54	539
Twin Falls	36,403	438	14,802
Twin Falls	11,851	251	11,230
Remainder of County	24,552	187	3,572
Valley	4,035	83	1,531
Washington	8,853	125	3,230
Weiser	3,663	87	2,867
Remainder of County	5,190	38	363

ILLINOIS

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
State Total	7,897,241	109,132	$2,857,440
Adams	65,229	874	18,866
Quincy	40,469	636	16,986
Remainder of County	24,760	238	1,880
Alexander	25,496	291	5,382
Cairo	14,407	219	4,731
Remainder of County	11,089	72	651
Bond	14,540	186	3,687
Greenville	3,391	76	1,740
Remainder of County	11,149	110	1,297
Boone	15,202	227	4,831
Belvidere	8,094	165	4,073
Remainder of County	7,108	62	732
Brown	8,053	109	1,267
Bureau	37,600	710	9,217
Princeton	5,224	168	3,299
Spring Valley	5,010	124	1,424
Remainder of County	27,366	418	4,494
Calhoun	8,207	97	1,140
Carroll	17,937	339	5,165
Savanna	4,792	106	1,722
Remainder of County	13,195	233	3,433
Cass	16,425	298	4,480
Beardstown	6,505	136	2,833
Remainder of County	9,920	162	1,587
Champaign	70,578	972	29,504
Champaign	23,302	432	19,703
Urbana	14,064	189	5,299
Remainder of County	33,212	351	4,502
Christian	38,564	560	10,564
Pana	5,966	131	2,512
Taylorville	8,313	171	5,604
Remainder of County	24,285	258	3,602
Clark	18,842	284	3,583
Casey	2,543	75	1,291
Marshall	2,758	82	1,423
Remainder of County	13,541	127	863
Clay	18,947	220	3,867
Flora	5,474	101	2,455
Remainder of County	13,473	119	1,412
Clinton	22,912	331	3,554
Carlyle	2,591	69	1,949
Centralia (part)[1]	634	4	31
Remainder of County	19,687	258	2,474
Coles	38,470	531	12,774
Charleston	8,197	160	3,466
Mattoon	15,827	281	8,419
Remainder of County	14,446	90	889
Cook	4,063,342	55,696	1,731,986
Arlington Heights	5,668	71	1,660
Barrington (part)[2]	2,167	37	1,103
Bellwood	5,220	53	664
Berwyn	48,451	516	11,672
Blue Island	16,638	230	6,887
Brookfield	10,817	123	1,497
Calumet City	13,241	224	2,524
Chicago	3,396,808	47,832	1,514,829
Chicago Heights	22,461	385	8,529
Cicero	64,712	960	17,063
Des Plaines	9,518	117	4,158
Dolton	3,068	53	635
Elgin (part)[3]	591	23	98
Elmwood Park	13,689	110	2,487
Evanston	65,389	684	40,296
Evergreen Park	3,313	44	988
Forest Park	14,840	219	6,179
Franklin Park	3,007	33	356
Glencoe	6,825	31	1,260
Harvey	17,878	234	4,974
Hinsdale (part)[4]	542	...	...
Homewood	4,078	51	801
Kenilworth	2,935	9	299
La Grange	10,479	143	7,133
La Grange Park	3,406	7	69
Lansing	4,462	53	1,021
Lemont	2,557	60	1,113
Lyons	4,960	116	999
Maywood	26,648	256	6,667
Melrose Park	10,933	141	2,869
Niles Center	7,172	108	2,602
Oak Lawn	3,483	61	709
Oak Park	66,015	630	35,574
Park Ridge	12,063	98	4,301
Phoenix	2,875	43	236
Riverdale	2,865	27	210
River Forest	9,487	47	5,023
River Grove	3,391	43	686
Riverside	7,935	58	1,457
Steger (part)[5]	1,601	15	176
Summit	7,043	108	1,319
Western Springs	4,856	27	1,439
Wilmette	17,226	165	6,309
Winnetka	12,430	94	5,661
Remainder of County	109,689	1,357	19,356
Crawford	21,294	313	4,644
Robinson	4,311	111	2,825
Remainder of County	16,983	202	1,819
Cumberland	11,698	107	1,246
De Kalb	34,388	542	12,796
De Kalb	9,146	179	6,196
Sandwich	2,608	61	1,962
Sycamore	4,702	88	2,464
Remainder of County	17,932	214	3,976

ILLINOIS—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
De Witt	18,244	270	$5,047
Clinton	6,331	143	3,425
Remainder of County	11,913	127	1,622
Douglas	17,590	282	4,378
Tuscola	2,838	78	1,537
Remainder of County	14,752	204	2,841
Du Page	103,480	1,176	30,431
Downers Grove	9,526	112	4,290
Elmhurst	15,458	167	5,689
Glen Ellyn	8,055	72	2,993
Hinsdale (part)[4]	6,794	74	2,662
Lombard	7,075	81	1,946
Naperville	5,272	82	2,374
Villa Park	7,236	70	1,532
West Chicago	3,355	48	1,025
Westmont	3,044	47	560
Wheaton	7,389	90	3,250
Remainder of County	30,276	333	4,120
Edgar	24,430	359	6,544
Paris	9,281	210	5,246
Remainder of County	15,149	149	1,298
Edwards	8,974	118	1,493
Effingham	22,034	378	6,321
Effingham	6,180	144	3,834
Remainder of County	15,854	234	2,487
Fayette	29,159	359	7,316
Vandalia	5,288	122	3,656
Remainder of County	23,871	237	3,660
Ford	15,007	271	4,586
Paxton	3,106	91	1,884
Remainder of County	11,901	180	2,702
Franklin	53,137	699	10,417
Benton	7,372	136	3,032
Christopher	3,833	85	1,377
West Frankfort	12,383	196	3,671
Zeigler	3,606	56	699
Remainder of County	26,543	226	1,638
Fulton	44,627	610	10,300
Canton	11,577	220	5,328
Remainder of County	33,050	390	4,972
Gallatin	11,414	134	1,452
Greene	20,292	256	3,523
Roodhouse	2,557	53	879
White Hall	3,025	61	793
Remainder of County	14,710	142	1,851
Grundy	18,398	333	4,634
Morris	6,145	145	2,889
Remainder of County	12,253	188	1,745
Hamilton	13,454	147	1,385
Hancock	26,297	419	4,702
Carthage	2,575	75	1,471
Remainder of County	23,722	344	3,231
Hardin	7,759	95	758
Henderson	8,949	105	1,014
Henry	43,798	654	12,972
Galva	2,812	75	1,096
Geneseo	3,924	92	2,306
Kewanee	16,901	271	6,733
Remainder of County	20,261	216	2,837
Iroquois	32,496	503	7,625
Watseka	3,744	90	2,222
Remainder of County	28,752	413	5,403
Jackson	37,920	567	9,605
Carbondale	8,550	170	3,944
Murphysboro	8,976	179	4,135
Remainder of County	20,394	218	1,526
Jasper	13,431	149	1,773
Jefferson	34,375	456	9,117
Mount Vernon	14,724	297	7,936
Remainder of County	19,651	159	1,181
Jersey	13,636	166	2,654
Jerseyville	4,809	101	2,222
Remainder of County	8,827	65	432
Jo Daviess	19,989	345	4,661
Galena	4,126	95	1,376
Remainder of County	15,863	250	3,285
Johnson	10,727	132	1,236
Kane	130,206	1,731	51,920
Aurora	47,170	639	22,462
Batavia	5,101	79	1,569
Elgin (part)[3]	37,742	424	17,361
Geneva	4,101	85	2,119
St. Charles	5,870	111	2,737
Remainder of County	30,222	393	5,672
Kankakee	60,877	806	19,441
Bradley	3,689	40	475
Kankakee	22,241	418	14,933
Remainder of County	34,947	348	4,033
Kendall	11,105	120	1,935
Knox	52,250	766	17,946
Abingdon	3,218	62	891
Galesburg	28,876	475	14,390
Remainder of County	20,156	229	2,665
Lake	121,094	1,752	46,435
Barrington (part)[2]	1,393	35	884
Highland Park	14,476	137	6,690
Highwood	3,707	62	1,051
Lake Forest	6,885	76	3,725
Libertyville	3,930	72	2,089

ILLINOIS—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
North Chicago	8,465	128	$1,793
Waukegan	34,241	469	18,888
Zion	6,555	29	1,857
Remainder of County	41,442	744	9,473
La Salle	97,801	1,620	32,496
La Salle	12,812	269	6,633
Marseilles	4,475	81	1,073
Mendota	4,215	110	2,519
Oglesby	3,958	59	639
Ottawa	16,065	298	7,652
Peru	8,983	118	2,004
Streator	14,230	270	7,262
Remainder of County	32,463	415	4,714
Lawrence	21,075	312	4,695
Lawrenceville	6,213	128	2,746
Remainder of County	14,862	184	1,949
Lee	34,604	415	9,379
Dixon	10,671	194	6,639
Remainder of County	23,933	221	2,740
Livingston	38,838	535	9,575
Pontiac	9,585	152	4,201
Remainder of County	29,253	383	5,374
Logan	29,438	444	7,615
Lincoln	12,752	230	5,391
Remainder of County	16,686	214	2,224
McDonough	26,944	405	7,694
Bushnell	2,906	86	1,540
Macomb	8,764	165	4,885
Remainder of County	15,274	154	1,269
McHenry	37,311	731	14,150
Crystal Lake	3,917	80	2,222
Harvard	3,121	78	1,865
Woodstock	6,123	118	3,629
Remainder of County	24,150	455	6,434
McLean	73,930	1,107	26,587
Bloomington	32,868	587	19,785
Normal	6,983	87	1,563
Remainder of County	34,079	433	5,239
Macon	84,693	1,127	34,683
Decatur	59,305	887	32,098
Remainder of County	25,388	240	2,585
Macoupin	46,304	706	9,230
Carlinville	4,965	108	2,156
Gillespie	4,440	70	1,395
Mount Olive	2,559	48	639
Staunton	4,212	86	1,204
Virden	3,041	58	911
Remainder of County	27,087	336	2,925
Madison	149,349	2,119	43,802
Alton	31,255	495	15,492
Collinsville	9,767	194	3,550
East Alton	4,680	60	1,242
Edwardsville	8,008	127	4,153
Granite City	22,974	321	7,651
Highland	3,820	95	1,600
Madison	7,782	129	1,450
Venice	5,454	62	566
Wood River	8,197	140	3,294
Remainder of County	47,412	496	4,804
Marion	47,989	696	18,072
Centralia (part)[1]	15,709	275	9,992
Salem	7,319	133	4,791
Remainder of County	24,961	288	3,289
Marshall	13,179	208	3,065
Mason	15,358	272	3,794
Havana	3,999	102	1,870
Remainder of County	11,359	170	1,924
Massac	14,937	234	2,394
Metropolis	6,287	145	1,989
Remainder of County	8,650	89	405
Menard	10,663	158	2,205
Petersburg	2,586	73	1,180
Remainder of County	8,077	85	1,025
Mercer	17,701	259	3,758
Aledo	2,593	88	1,770
Remainder of County	15,108	171	1,988
Monroe	12,754	202	3,036
Montgomery	34,499	515	8,476
Hillsboro	4,514	92	2,426
Litchfield	7,048	126	2,672
Remainder of County	22,937	297	3,378
Morgan	36,378	462	11,193
Jacksonville	19,844	289	9,554
Remainder of County	16,534	173	1,639
Moultrie	13,477	177	2,303
Sullivan	3,101	78	1,311
Remainder of County	10,376	99	992
Ogle	29,869	423	7,627
Rochelle	4,200	87	2,115
Remainder of County	25,669	336	5,512
Peoria	153,374	1,989	66,949
Peoria	105,087	1,499	61,146
Peoria Heights	4,376	35	593
Remainder of County	43,911	455	5,210
Perry	23,438	320	4,975
Du Quoin	7,515	134	2,743
Pinckneyville	3,146	78	1,466
Remainder of County	12,777	108	766

ILLINOIS—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Piatt	14,659	189	$2,887
Monticello	2,523	57	1,255
Remainder of County	12,136	132	1,632
Pike	25,340	350	4,651
Pittsfield	2,884	85	2,092
Remainder of County	22,456	265	2,559
Pope	7,999	81	768
Pulaski	15,875	191	1,580
Putnam	5,289	85	724
Randolph	33,608	418	5,686
Chester	5,110	101	2,066
Sparta	3,664	74	1,029
Remainder of County	24,834	243	2,591
Richland	17,137	241	4,611
Olney	7,831	165	4,098
Remainder of County	9,306	76	513
Rock Island	113,323	1,646	40,430
East Moline	12,359	189	3,335
Moline	34,608	588	18,212
Rock Island	42,775	617	15,847
Silvis	2,990	39	546
Remainder of County	20,591	213	2,490
St. Clair	166,899	2,302	46,320
Belleville	28,405	448	11,960
East St. Louis	75,609	1,094	26,490
Washington Park	4,523	44	450
Remainder of County	58,362	716	7,420
Saline	38,066	459	8,480
Eldorado	4,891	95	1,801
Harrisburg	11,453	207	5,323
Remainder of County	21,722	157	1,356
Sangamon	117,912	1,549	45,562
Springfield	75,503	1,111	41,040
Remainder of County	42,409	438	4,522
Schuyler	11,430	140	1,838
Scott	8,176	113	1,371
Shelby	26,290	347	4,267
Shelbyville	4,092	111	2,077
Remainder of County	22,198	236	2,190
Stark	8,881	146	1,898
Stephenson	40,646	601	14,662
Freeport	22,366	388	12,175
Remainder of County	18,280	213	2,487
Tazewell	58,362	720	13,101
East Peoria	6,806	128	1,726
Pekin	19,407	285	6,779
Remainder of County	32,149	307	4,596
Union	21,528	211	3,933
Anna	4,092	90	2,490
Remainder of County	17,436	121	1,443
Vermilion	86,791	1,200	25,622
Danville	36,919	626	18,827
Georgetown	3,235	43	570
Hoopeston	5,381	103	2,067
Westville	3,446	67	875
Remainder of County	37,810	361	3,283
Wabash	13,724	207	3,794
Mount Carmel	6,987	143	3,344
Remainder of County	6,737	64	450
Warren	21,286	333	6,811
Monmouth	9,096	194	5,204
Remainder of County	12,190	139	1,607
Washington	15,801	243	2,740
Wayne	22,092	222	3,821
Fairfield	4,008	93	2,755
Remainder of County	18,084	129	1,066
White	20,027	280	4,123
Carmi	4,098	99	2,535
Remainder of County	15,929	181	1,588
Whiteside	43,338	623	13,200
Fulton	2,585	51	758
Morrison	3,187	81	1,679
Rock Falls	4,987	61	1,311
Sterling	11,363	213	7,018
Remainder of County	21,216	217	2,434
Will	114,210	1,441	33,471
Joliet	42,365	705	24,593
Lockport	3,475	67	1,198
Steger (part)[5]	1,768	21	155
Remainder of County	66,602	648	7,525
Williamson	51,424	596	10,177
Carterville	2,893	42	590
Herrin	9,352	146	3,855
Johnston City	5,418	75	889
Marion	9,251	178	3,813
Remainder of County	24,510	155	1,030
Winnebago	121,178	1,641	48,812
Rockford	84,637	1,265	43,881
Remainder of County	36,541	376	4,931
Woodford	19,124	276	5,106

x Withheld to avoid disclosure.
[1] Centralia is in Clinton and Marion Counties.
[2] Barrington is in Cook and Lake Counties.
[3] Elgin is in Cook and Kane Counties.
[4] Hinsdale is in Cook and Du Page Counties.
[5] Steger is in Cook and Will Counties.

INDIANA

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
State Total	3,427,796	47,317	$1,066,383
Adams	21,254	265	4,812
Decatur	5,861	132	2,895
Remainder of County	15,393	133	1,917
Allen	155,694	2,114	61,129
Fort Wayne	118,410	1,761	56,175
Remainder of County	36,674	353	4,954
Bartholomew	28,276	397	8,178
Columbus	11,738	265	7,111
Remainder of County	16,538	132	1,067
Benton	11,117	169	3,324
Blackford	13,783	209	3,719
Dunkirk (part)[1]	164	...	...
Hartford City	6,946	154	3,198
Remainder of County	6,673	55	521
Boone	22,081	300	5,849
Lebanon	6,529	154	4,234
Remainder of County	15,552	146	1,615
Brown	6,189	71	504
Carroll	15,410	219	3,458
Cass	36,908	522	11,220
Logansport	20,177	385	9,712
Remainder of County	16,731	137	1,508
Clark	31,020	402	5,286
Jeffersonville	11,493	197	3,520
Remainder of County	19,527	205	1,766
Clay	25,365	334	5,832
Brazil	8,126	189	4,156
Remainder of County	17,239	145	1,676
Clinton	28,411	399	9,443
Frankfort	13,706	231	6,864
Remainder of County	14,705	168	2,579
Crawford	10,171	142	1,000
Daviess	26,163	325	5,248
Washington	9,312	204	4,272
Remainder of County	16,851	121	976
Dearborn	23,053	316	4,842
Aurora	4,828	112	1,944
Lawrenceburg	4,413	95	1,806
Remainder of County	13,812	109	1,092
Decatur	17,722	290	4,699
Greensburg	6,065	163	3,720
Remainder of County	11,657	127	979
De Kalb	24,756	397	6,924
Auburn	5,415	123	2,924
Garrett	4,285	71	1,560
Remainder of County	15,056	203	2,440
Delaware	74,963	1,022	25,949
Muncie	49,720	778	23,511
Remainder of County	25,243	244	2,438
Dubois	22,579	310	4,525
Huntingburg	3,816	79	1,379
Jasper	5,041	84	2,113
Remainder of County	13,722	147	1,033
Elkhart	72,634	978	$5,189
Elkhart	33,434	467	14,501
Goshen	11,375	205	5,843
Nappanee	3,028	94	1,876
Remainder of County	24,797	212	2,969
Fayette	19,411	247	5,314
Connersville	12,898	210	5,103
Remainder of County	6,513	37	211
Floyd	35,061	562	8,598
New Albany	25,414	482	8,128
Remainder of County	9,647	80	470
Fountain	18,299	264	4,631
Attica	3,760	82	2,091
Remainder of County	14,539	182	2,540
Franklin	14,412	193	2,341
Fulton	15,577	258	3,935
Rochester	3,835	116	2,448
Remainder of County	11,742	142	1,487
Gibson	30,709	413	5,688
Oakland City	3,068	85	839
Princeton	7,786	151	3,384
Remainder of County	19,855	177	1,465
Grant	55,813	793	17,082
Gas City	3,488	56	1,043
Marion	26,767	487	13,307
Remainder of County	25,558	250	2,732
Greene	31,330	466	6,125
Jasonville	3,418	71	1,286
Linton	6,263	134	2,169
Remainder of County	21,649	261	2,670
Hamilton	24,614	362	6,322
Noblesville	5,575	135	3,171
Remainder of County	19,039	227	3,151
Hancock	17,302	290	4,459
Greenfield	4,821	137	2,719
Remainder of County	12,481	153	1,740
Harrison	17,106	195	2,118
Hendricks	20,151	282	4,235
Henry	40,208	542	10,755
New Castle	16,620	269	7,489
Remainder of County	23,588	273	3,266

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INDIANA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Howard	47,752	643	$16,281
Kokomo	33,795	529	14,657
Remainder of County	13,957	114	1,624
Huntington	29,931	435	8,777
Huntington	13,903	257	6,245
Remainder of County	16,028	178	2,532
Jackson	26,612	412	6,299
Seymour	8,620	204	4,347
Remainder of County	17,992	208	1,952
Jasper	14,397	209	3,768
Rensselaer	3,214	101	2,637
Remainder of County	11,183	108	1,131
Jay	22,601	361	6,078
Dunkirk (part)[1]	2,778	64	1,126
Portland	6,362	174	4,015
Remainder of County	13,461	123	937
Jefferson	19,912	283	4,228
Madison	6,923	189	3,745
Remainder of County	12,989	94	483
Jennings	13,680	144	2,157
North Vernon	3,112	90	1,835
Remainder of County	10,568	54	322
Johnson	22,493	331	5,719
Franklin	6,264	135	2,979
Remainder of County	16,229	196	2,740
Knox	43,973	677	12,521
Bicknell	5,110	116	1,414
Vincennes	18,228	358	9,471
Remainder of County	20,635	203	1,636
Kosciusko	29,561	392	7,930
Warsaw	6,378	119	3,618
Remainder of County	23,183	273	4,312
Lagrange	14,352	218	3,105
Lake	293,195	3,790	101,961
Crown Point	4,643	97	2,925
East Chicago	54,637	750	12,560
East Gary	3,401	36	449
Gary	111,719	1,401	43,275
Hammond	70,184	867	31,858
Highland	2,723	40	666
Hobart	7,166	93	2,066
Whiting	10,307	177	3,119
Remainder of County	28,415	329	5,043
La Porte	63,660	911	21,922
La Porte	16,180	266	8,435
Michigan City	26,476	395	10,723
Remainder of County	21,004	250	2,764
Lawrence	35,045	409	6,997
Bedford	12,514	232	5,214
Mitchell	3,393	70	1,092
Remainder of County	19,138	107	691
Madison	88,575	1,272	29,201
Alexandria	4,801	113	1,796
Anderson	41,572	698	19,794
Elwood	10,913	176	4,281
Remainder of County	31,289	285	3,330
Marion	460,926	5,790	197,234
Beech Grove	3,907	48	978
Indianapolis	386,972	5,208	188,553
Remainder of County	70,047	534	7,703
Marshall	25,935	382	6,941
Plymouth	5,713	126	3,287
Remainder of County	20,222	256	3,654
Martin	10,300	120	1,414
Miami	27,926	394	7,520
Peru	12,432	232	5,424
Remainder of County	15,494	162	2,096
Monroe	36,534	449	11,016
Bloomington	20,870	337	10,315
Remainder of County	15,664	112	701
Montgomery	27,231	430	8,476
Crawfordsville	11,089	235	6,122
Remainder of County	16,142	195	2,354
Morgan	19,801	281	4,956
Martinsville	5,009	120	2,936
Remainder of County	14,792	161	2,020
Newton	10,775	174	3,053
Noble	22,776	366	5,977
Kendallville	5,431	116	2,552
Remainder of County	17,345	250	3,425
Ohio	3,782	55	594
Orange	17,311	231	3,426
Owen	12,090	172	2,286
Parke	17,358	253	3,455
Perry	17,770	249	2,557
Tell City	5,395	123	1,725
Remainder of County	12,375	126	832
Pike	17,045	260	2,925
Petersburg	3,075	86	1,514
Remainder of County	13,970	174	1,411
Porter	27,836	461	8,517
Valparaiso	8,736	188	5,516
Remainder of County	19,100	273	3,001
Posey	19,183	258	3,547
Mount Vernon	5,638	104	2,131
Remainder of County	13,545	154	1,416
Pulaski	12,056	171	2,807

INDIANA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Putnam	20,839	305	$4,739
Greencastle	4,872	113	3,080
Remainder of County	15,967	192	1,659
Randolph	26,766	403	6,685
Union City (Ind. only)	3,535	94	1,532
Winchester	5,303	124	2,823
Remainder of County	17,928	185	2,330
Ripley	18,898	305	4,126
Batesville	3,065	72	1,108
Remainder of County	15,833	233	3,018
Rush	18,927	262	4,498
Rushville	5,960	146	3,461
Remainder of County	12,967	116	1,037
St. Joseph	161,823	2,145	60,154
Mishawaka	28,298	368	8,354
South Bend	101,268	1,502	47,996
Remainder of County	32,257	275	3,804
Scott	8,978	120	1,513
Shelby	25,953	344	7,881
Shelbyville	10,791	205	6,493
Remainder of County	15,162	139	1,388
Spencer	16,211	226	1,975
Starke	12,258	224	3,121
Steuben	13,740	303	4,825
Angola	3,141	122	2,803
Remainder of County	10,599	181	2,022
Sullivan	27,014	378	4,840
Sullivan	5,077	129	2,574
Remainder of County	21,937	249	2,266
Switzerland	8,167	133	853
Tippecanoe	51,020	651	22,423
Lafayette	28,798	456	18,538
West Lafayette	6,270	70	2,446
Remainder of County	15,952	125	1,439
Tipton	15,135	205	3,275
Tipton	5,101	108	2,354
Remainder of County	10,034	97	921
Union	6,017	78	1,541
Vanderburgh	130,783	1,724	47,243
Evansville	97,062	1,521	45,234
Remainder of County	33,721	203	2,009
Vermillion	21,787	374	4,839
Clinton	7,092	175	2,840
Remainder of County	14,695	199	1,999
Vigo	99,709	1,533	36,808
Terre Haute	62,693	1,167	33,668
West Terre Haute	3,729	61	851
Remainder of County	33,287	305	2,289
Wabash	26,601	427	8,086
North Manchester	3,170	90	2,425
Wabash	9,653	199	4,500
Remainder of County	13,778	138	1,161
Warren	9,055	110	1,210
Warrick	19,435	232	3,291
Boonville	4,526	101	2,256
Remainder of County	14,909	131	1,035
Washington	17,008	218	2,537
Salem	3,194	106	1,687
Remainder of County	13,814	112	850
Wayne	59,229	834	20,521
Richmond	35,147	556	16,818
Remainder of County	24,082	278	3,703
Wells	19,099	221	4,648
Bluffton	5,417	114	3,126
Remainder of County	13,682	107	1,522
White	17,037	283	4,067
Whitley	17,001	248	4,306
Columbia City	4,219	114	2,578
Remainder of County	12,782	134	1,728

[1] Dunkirk is in Blackford and Jay Counties.

IOWA

State Total	2,538,268	39,024	$822,905
Adair	13,196	233	3,032
Adams	10,156	154	2,015
Allamakee	17,184	305	4,435
Waukon	2,972	112	2,022
Remainder of County	14,212	193	2,413
Appanoose	24,245	350	5,381
Centerville	8,413	184	4,199
Remainder of County	15,832	166	1,182
Audubon	11,790	189	3,053
Benton	22,879	372	6,408
Belle Plaine	3,202	76	1,497
Vinton	4,163	109	2,661
Remainder of County	15,514	187	2,250
Black Hawk	79,946	1,080	35,069
Cedar Falls	9,349	196	4,346
Waterloo	51,743	728	28,394
Remainder of County	18,854	156	2,329
Boone	29,782	451	8,577
Boone	12,373	234	6,222
Remainder of County	17,409	217	2,355

IOWA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Bremer	17,932	286	$6,014
Waverly	4,156	104	2,795
Remainder of County	13,776	182	3,219
Buchanan	20,991	327	4,865
Independence	4,342	128	2,781
Remainder of County	16,649	199	2,084
Buena Vista	19,838	408	7,266
Storm Lake	5,274	142	4,225
Remainder of County	14,564	266	3,041
Butler	17,986	280	4,349
Calhoun	17,584	343	5,222
Carroll	22,770	377	7,618
Carroll	5,389	137	4,066
Remainder of County	17,381	240	3,552
Cass	18,647	453	6,912
Atlantic	5,802	201	4,446
Remainder of County	12,845	252	2,466
Cedar	16,884	273	5,024
Tipton	2,518	72	1,365
Remainder of County	14,366	201	3,659
Cerro Gordo	43,845	663	18,628
Clear Lake	3,764	102	1,734
Mason City	27,080	424	15,547
Remainder of County	13,001	137	1,347
Cherokee	19,258	279	5,670
Cherokee	7,469	143	4,012
Remainder of County	11,789	136	1,658
Chickasaw	15,227	254	3,873
New Hampton	2,933	102	1,883
Remainder of County	12,294	152	1,990
Clarke	10,233	140	2,180
Osceola	3,281	89	1,803
Remainder of County	6,952	51	377
Clay	17,762	310	7,669
Spencer	6,599	158	5,907
Remainder of County	11,163	152	1,762
Clayton	24,334	423	5,239
Clinton	44,722	753	16,189
Clinton	26,270	465	11,900
Remainder of County	18,452	288	4,289
Crawford	20,538	333	5,194
Denison	4,361	137	2,707
Remainder of County	16,177	196	2,487
Dallas	24,649	393	7,254
Perry	5,977	135	3,627
Remainder of County	18,672	258	3,627
Davis	11,136	148	1,928
Bloomfield	2,732	90	1,520
Remainder of County	8,404	58	408
Decatur	14,012	213	2,850
Delaware	18,487	258	4,296
Manchester	3,762	112	2,668
Remainder of County	14,725	146	1,628
Des Moines	36,804	532	14,077
Burlington	25,832	436	12,777
Remainder of County	10,972	96	1,300
Dickinson	12,185	296	3,974
Dubuque	63,768	876	23,589
Dubuque	43,892	599	19,580
Remainder of County	19,876	277	4,009
Emmet	13,406	235	4,921
Estherville	5,651	131	3,581
Remainder of County	7,755	104	1,340
Fayette	29,151	451	8,277
Oelwein	7,801	155	4,220
Remainder of County	21,350	296	4,057
Floyd	20,169	335	5,966
Charles City	8,681	198	4,157
Remainder of County	11,488	137	1,809
Franklin	16,379	234	4,685
Hampton	4,006	123	2,934
Remainder of County	12,373	111	1,751
Fremont	14,645	242	2,489
Greene	16,599	283	4,419
Jefferson	4,088	129	2,727
Remainder of County	12,511	154	1,692
Grundy	13,518	222	3,795
Guthrie	17,210	351	3,600
Hamilton	19,922	291	5,973
Webster City	6,738	142	4,111
Remainder of County	13,184	149	1,862
Hancock	15,402	221	4,089
Hardin	22,530	440	8,185
Eldora	3,553	88	1,840
Iowa Falls	4,425	123	3,179
Remainder of County	14,552	229	3,166
Harrison	22,767	357	4,964
Missouri Valley	3,994	96	1,703
Remainder of County	18,773	261	3,261
Henry	17,994	230	3,843
Mount Pleasant	4,610	89	2,177
Remainder of County	13,384	141	1,666
Howard	13,531	191	3,279
Cresco	3,530	83	1,906
Remainder of County	10,001	108	1,373

IOWA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Humboldt	13,459	242	$3,640
Humboldt	2,819	86	1,802
Remainder of County	10,640	156	1,737
Ida	11,047	197	3,151
Iowa	17,016	253	4,366
Jackson	19,181	327	5,492
Maquoketa	4,076	121	3,071
Remainder of County	15,105	206	2,421
Jasper	31,496	392	7,389
Newton	10,462	158	5,116
Remainder of County	21,034	234	2,814
Jefferson	15,762	261	4,259
Fairfield	6,773	173	3,804
Remainder of County	8,989	88	454
Johnson	33,191	449	13,543
Iowa City	17,182	299	11,424
Remainder of County	16,009	150	1,919
Jones	19,950	281	5,484
Anamosa	4,069	70	1,494
Monticello	2,546	77	1,947
Remainder of County	13,335	134	1,671
Keokuk	18,406	307	4,710
Kossuth	26,630	398	7,372
Algona	4,954	115	3,179
Remainder of County	21,676	283	3,994
Lee	41,074	624	11,702
Fort Madison	14,063	224	4,378
Keokuk	15,076	289	6,328
Remainder of County	11,935	111	1,119
Linn	89,142	1,300	39,866
Cedar Rapids	62,120	910	33,109
Marion	4,721	88	1,745
Remainder of County	22,301	302	3,954
Louisa	11,384	175	2,973
Lucas	14,571	188	3,527
Chariton	5,754	128	3,062
Remainder of County	8,817	60	465
Lyon	15,374	260	3,243
Rock Rapids	2,556	82	1,689
Remainder of County	12,818	178	1,554
Madison	14,525	203	3,459
Winterset	3,631	113	2,291
Remainder of County	10,894	90	1,168
Mahaska	26,485	338	7,185
Oskaloosa	11,024	227	6,395
Remainder of County	15,461	111	1,210
Marion	27,019	417	6,921
Knoxville	6,936	141	3,302
Pella	3,638	98	2,662
Remainder of County	16,445	178	1,347
Marshall	35,406	517	13,356
Marshalltown	19,240	330	11,995
Remainder of County	16,166	187	2,301
Mills	15,064	221	3,148
Glenwood	4,501	77	1,359
Remainder of County	10,563	144	1,789
Mitchell	14,121	215	3,776
Osage	3,196	83	2,324
Remainder of County	10,925	132	1,451
Monona	18,238	264	4,212
Onawa	3,438	72	1,578
Remainder of County	14,800	192	2,634
Monroe	14,553	211	2,732
Albia	5,157	141	2,348
Remainder of County	9,396	70	384
Montgomery	15,697	292	5,061
Red Oak	5,763	155	3,469
Remainder of County	9,934	137	1,592
Muscatine	31,296	515	10,496
Muscatine	18,286	339	8,344
Remainder of County	13,010	176	2,152
O'Brien	19,293	390	6,554
Sheldon	3,768	113	2,690
Remainder of County	15,525	277	3,864
Osceola	10,607	162	2,992
Page	24,887	423	10,586
Clarinda	4,905	128	3,846
Shenandoah	6,846	171	5,962
Remainder of County	13,136	124	780
Palo Alto	16,170	264	4,566
Emmetsburg	3,374	94	2,332
Remainder of County	12,796	170	2,254
Plymouth	23,502	319	5,969
Le Mars	5,353	120	2,751
Remainder of County	18,149	199	3,199
Pocahontas	16,266	253	4,210
Polk	195,835	2,736	86,698
Des Moines	159,819	2,331	82,272
West Des Moines	4,252	61	1,352
Remainder of County	31,764	344	3,274
Pottawattamie	66,756	961	18,915
Council Bluffs	41,439	595	14,239
Remainder of County	25,317	366	4,676

IOWA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Poweshiek	18,758	257	$5,504
Grinnell	5,210	96	3,002
Remainder of County	13,548	161	2,502
Ringgold	11,137	133	1,819
Sac	17,639	307	5,076
Sac City	3,165	104	2,271
Remainder of County	14,474	203	2,805
Scott	84,748	1,092	37,681
Bettendorf	3,143	35	887
Davenport	66,039	887	34,266
Remainder of County	15,566	170	2,528
Shelby	16,720	328	4,400
Harlan	3,727	160	2,906
Remainder of County	12,993	168	1,494
Sioux	27,209	418	6,135
Hawarden	2,681	67	1,200
Remainder of County	24,528	351	4,935
Story	33,434	575	13,280
Ames	12,555	200	8,047
Nevada	3,353	111	2,101
Remainder of County	17,526	264	3,132
Tama	22,428	381	5,715
Tama	2,832	92	1,434
Remainder of County	19,596	289	4,281
Taylor	14,258	238	2,464
Union	16,280	286	4,895
Creston	8,033	184	3,940
Remainder of County	8,247	102	955
Van Buren	12,053	193	2,018
Wapello	44,280	589	14,137
Ottumwa	31,570	478	13,184
Remainder of County	12,710	111	953
Warren	17,695	342	3,647
Indianola	4,123	148	2,307
Remainder of County	13,572	194	1,340
Washington	20,055	285	6,386
Washington	5,227	124	3,738
Remainder of County	14,828	161	2,648
Wayne	13,308	199	2,429
Webster	41,521	596	17,437
Fort Dodge	22,904	398	14,669
Remainder of County	18,617	198	2,768
Winnebago	13,972	250	4,569
Forest City	2,545	83	1,570
Remainder of County	11,427	167	2,999
Winneshiek	22,263	322	5,517
Decorah	5,303	160	3,638
Remainder of County	16,960	162	1,879
Woodbury	103,627	1,543	43,174
Sioux City	82,364	1,238	39,306
Remainder of County	21,263	305	3,868
Worth	11,449	175	2,502
Wright	20,038	325	5,693
Clarion	2,971	86	1,627
Eagle Grove	4,024	81	1,495
Remainder of County	13,043	158	2,571

[1] Urban by special rule.

KANSAS

State Total	**1,801,028**	**27,545**	**$473,551**
Allen	19,874	307	4,393
Iola	7,244	175	3,163
Remainder of County	12,630	132	1,230
Anderson	11,658	186	2,215
Garnett	2,607	80	1,505
Remainder of County	9,051	106	710
Atchison	22,222	322	5,350
Atchison	12,648	236	4,822
Remainder of County	9,574	86	528
Barber	9,073	168	2,667
Barton	25,010	379	8,415
Great Bend	9,044	153	4,960
Hoisington	3,719	63	1,434
Remainder of County	12,247	163	2,021
Bourbon	20,944	352	5,148
Fort Scott	10,557	245	4,539
Remainder of County	10,387	107	609
Brown	17,395	247	3,969
Hiawatha	3,238	89	2,226
Horton	2,872	70	1,094
Remainder of County	11,285	88	649
Butler	32,013	475	8,760
Augusta	3,821	89	1,869
El Dorado	10,045	187	4,927
Remainder of County	18,147	199	1,964
Chase	6,345	88	1,090
Chautauqua	9,233	129	1,909
Cherokee	29,817	399	4,850
Baxter Springs	4,921	101	1,717
Columbus	3,402	80	1,476
Galena	4,375	71	709
Remainder of County	17,119	147	948
Cheyenne	6,221	86	1,417
Clark	4,081	73	1,179

KANSAS—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Clay	13,281	232	$3,734
Clay Center	4,518	117	2,728
Remainder of County	8,763	115	1,006
Cloud	17,247	287	4,664
Concordia	6,255	132	3,276
Remainder of County	10,992	155	1,388
Coffey	12,278	177	2,607
Comanche	4,412	85	1,251
Cowley	38,139	582	10,856
Arkansas City	12,752	241	5,372
Winfield	9,506	211	4,740
Remainder of County	15,881	130	744
Crawford	44,191	757	11,434
Girard	2,554	80	1,134
Pittsburg	17,571	366	7,917
Remainder of County	24,066	311	2,383
Decatur	7,434	114	1,249
Dickinson	22,929	419	5,859
Abilene	5,671	138	2,917
Herington	3,804	87	1,462
Remainder of County	13,454	194	1,480
Doniphan	12,936	190	1,602
Douglas	25,171	399	8,550
Lawrence	14,390	287	7,335
Remainder of County	10,781	112	1,215
Edwards	6,377	119	1,387
Elk	8,180	121	1,344
Ellis	17,508	216	4,448
Hays	6,385	109	3,308
Remainder of County	11,123	107	1,140
Ellsworth	9,855	164	2,009
Finney	10,092	156	4,289
Garden City	6,285	135	4,155
Remainder of County	3,807	21	134
Ford	17,254	301	6,418
Dodge City	8,487	189	5,409
Remainder of County	8,767	112	1,009
Franklin	20,889	310	5,308
Ottawa	10,193	194	4,277
Remainder of County	10,696	116	1,031
Geary	15,222	179	3,742
Junction City	8,507	157	3,631
Remainder of County	6,715	22	111
Gove	4,793	81	729
Graham	6,071	87	758
Grant	1,946	32	406
Gray	4,773	70	785
Greeley	1,638	29	231
Greenwood	16,495	267	3,881
Eureka	3,803	92	2,014
Remainder of County	12,692	175	1,867
Hamilton	2,645	69	746
Harper	12,068	233	3,157
Anthony	2,873	95	1,889
Remainder of County	9,195	138	1,268
Harvey	21,712	306	6,286
Newton	11,048	185	4,927
Remainder of County	10,664	121	1,359
Haskell	2,088	36	373
Hodgeman	3,535	46	400
Jackson	13,382	205	2,150
Holton	2,885	102	1,528
Remainder of County	10,497	103	622
Jefferson	12,718	174	1,512
Jewell	11,970	147	1,677
Johnson	33,327	486	5,939
Olathe	3,979	117	1,922
Remainder of County	29,348	369	4,017
Kearny	2,525	44	388
Kingman	12,001	206	2,586
Kingman	3,213	94	1,639
Remainder of County	8,788	112	947
Kiowa	5,112	92	987
Labette	30,352	439	7,436
Parsons	14,294	247	5,340
Remainder of County	16,058	192	2,096
Lane	2,821	51	629
Leavenworth	41,112	459	7,779
Leavenworth	19,220	354	6,769
Remainder of County	21,892	105	1,010
Lincoln	8,338	116	1,251
Linn	11,969	192	1,938
Logan	3,688	80	780
Lyon	26,424	407	7,816
Emporia	13,188	263	6,776
Remainder of County	13,236	144	1,040
McPherson	24,152	374	6,439
McPherson	7,194	165	4,124
Remainder of County	16,958	209	2,315
Marion	18,951	278	3,976
Marshall	20,986	379	4,418
Marysville	4,055	113	2,210
Remainder of County	16,931	266	2,208
Meade	5,522	79	1,432
Miami	19,489	256	3,721
Osawatomie	4,145	88	1,527
Paola	3,511	85	1,493
Remainder of County	11,833	83	701

KANSAS—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Mitchell	11,339	216	$3,077
Beloit	3,765	107	2,169
Remainder of County	7,574	109	908
Montgomery	49,729	789	14,367
Caney	2,629	62	858
Cherryvale	3,185	75	849
Coffeyville	17,355	320	6,659
Independence	11,565	228	5,364
Remainder of County	14,995	104	637
Morris	10,363	180	1,972
Council Grove	2,875	85	1,351
Remainder of County	7,488	95	621
Morton	2,186	44	519
Nemaha	16,761	250	2,806
Neosho	22,210	321	5,364
Chanute	10,142	212	4,225
Remainder of County	12,068	109	1,139
Ness	6,864	134	1,117
Norton	9,831	128	1,862
Norton	2,762	60	1,348
Remainder of County	7,069	68	514
Osage	15,118	252	2,537
Osborne	9,835	174	1,958
Ottawa	9,224	142	1,579
Pawnee	10,300	137	2,699
Larned	3,533	91	2,311
Remainder of County	6,767	46	388
Phillips	10,435	190	2,058
Pottawatomie	14,015	230	2,907
Pratt	12,348	214	4,124
Pratt	6,591	144	3,518
Remainder of County	5,757	70	606
Rawlins	6,618	111	1,091
Reno	52,165	783	18,596
Hutchinson	30,013	501	16,164
Remainder of County	22,152	282	2,432
Republic	13,124	220	2,457
Belleville	2,580	81	1,481
Remainder of County	10,544	139	976
Rice	17,213	279	4,906
Lyons	4,497	94	2,373
Remainder of County	12,716	185	2,533
Riley	20,617	338	7,984
Manhattan	11,659	222	6,333
Remainder of County	8,958	116	1,651
Rooks	8,497	145	1,625
Rush	8,285	135	1,506
Russell	13,464	233	3,566
Russell	4,819	114	2,642
Remainder of County	8,645	119	924
Saline	29,535	507	11,423
Salina	21,073	395	10,801
Remainder of County	8,462	112	622
Scott	3,773	68	1,031
Sedgwick	143,311	2,197	57,569
Wichita	114,966	1,839	53,243
Remainder of County	28,345	358	4,326
Seward	6,540	123	3,020
Liberal	4,410	111	2,924
Remainder of County	2,130	12	96
Shawnee	91,247	1,300	33,216
Topeka	67,833	1,089	31,633
Remainder of County	23,414	211	1,583
Sheridan	5,312	66	680
Sherman	6,421	104	1,958
Goodland	3,306	80	1,745
Remainder of County	3,115	24	213
Smith	10,582	164	1,665
Stafford	10,487	134	2,515
Stanton	1,443	26	361
Stevens	3,193	47	606
Sumner	26,163	375	5,867
Wellington	7,246	117	2,944
Remainder of County	18,917	258	2,923
Thomas	6,425	132	2,074
Trego	5,822	97	1,052
Wabaunsee	9,219	145	1,414
Wallace	2,216	43	381
Washington	15,921	240	2,421
Wichita	2,185	32	593
Wilson	17,723	249	3,307
Fredonia	3,524	83	1,476
Neodesha	3,376	82	1,246
Remainder of County	10,823	84	585
Woodson	8,014	158	1,301
Wyandotte	145,071	1,954	37,701
Kansas City	121,458	1,687	35,111
Remainder of County	23,613	267	2,590

KENTUCKY

State Total	**2,845,627**	**30,919**	**$520,135**
Adair	18,566	190	1,304
Allen	15,496	156	1,769
Anderson	8,936	92	1,354
Ballard	9,480	108	921
Barren	27,559	302	4,936
Glasgow	5,815	138	3,586
Remainder of County	21,744	164	1,350
Bath	11,451	117	911

KENTUCKY—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Bell	43,812	361	$7,068
Middlesborough	11,777	138	3,953
Pineville	3,882	81	1,717
Remainder of County	28,153	142	1,398
Boone	10,820	141	1,147
Bourbon	17,932	171	3,335
Paris	6,697	114	2,785
Remainder of County	11,235	57	550
Boyd	45,938	568	12,155
Ashland	29,537	413	10,999
Catlettsburg	4,524	65	748
Remainder of County	11,877	90	408
Boyle	17,075	219	4,996
Danville	6,734	134	4,291
Remainder of County	10,341	85	705
Bracken	9,389	138	1,292
Breathitt	23,946	232	912
Breckinridge	17,744	218	1,473
Bullitt	9,511	82	921
Butler	14,371	200	695
Caldwell	14,499	149	2,180
Princeton	5,389	104	1,874
Remainder of County	9,110	45	306
Calloway	19,041	200	2,822
Murray	3,773	93	2,089
Remainder of County	15,268	107	733
Campbell	71,918	1,017	18,813
Bellevue	8,741	89	1,411
Dayton	8,379	96	1,370
Fort Thomas	11,034	77	1,531
Newport	30,631	582	12,614
Remainder of County	13,133	173	1,887
Carlisle	7,650	71	747
Carroll	8,657	123	2,024
Carter	25,545	248	2,083
Casey	19,962	155	888
Christian	36,129	403	6,653
Hopkinsville	11,724	230	5,556
Remainder of County	24,405	173	1,097
Clark	17,988	248	4,168
Winchester	8,594	186	3,912
Remainder of County	9,394	62	256
Clay	23,901	211	1,063
Clinton	10,279	110	683
Crittenden	12,115	117	1,410
Cumberland	11,923	112	826
Daviess	52,335	613	13,381
Owensboro	30,245	448	12,355
Remainder of County	22,090	165	1,026
Edmonson	11,344	143	646
Elliott	8,713	93	414
Estill	17,978	188	1,792
Irvine	3,631	66	1,174
Remainder of County	14,347	122	618
Fayette	78,899	902	34,139
Lexington	49,304	772	33,070
Remainder of County	29,595	130	1,069
Fleming	13,327	167	1,621
Floyd	52,986	482	5,680
Franklin	23,308	273	6,824
Frankfort	11,492	205	6,351
Remainder of County	11,816	68	473
Fulton	15,413	263	3,795
Fulton	3,308	116	2,384
Remainder of County	12,105	147	1,411
Gallatin	4,307	62	596
Garrard	11,910	121	1,554
Grant	9,876	142	1,701
Graves	31,763	356	5,571
Mayfield	8,619	185	4,428
Remainder of County	23,144	171	1,143
Grayson	17,562	222	1,609
Green	12,321	134	894
Greenup	24,917	221	1,937
Hancock	6,807	78	652
Hardin	29,108	345	5,390
Elizabethtown	3,667	95	3,215
Remainder of County	25,441	250	2,175
Harlan	75,275	524	13,583
Cumberland	4,149	71	1,545
Harlan	5,122	113	3,968
Remainder of County	66,004	340	8,070
Harrison	15,124	210	3,665
Cynthiana	4,840	133	3,100
Remainder of County	10,284	77	565
Hart	17,239	207	1,608
Henderson	27,020	310	5,387
Henderson	13,160	207	4,513
Remainder of County	13,860	103	874
Henry	12,220	144	1,740
Hickman	9,142	76	976
Hopkins	37,789	410	7,213
Dawson Springs	2,560	47	843
Earlington	2,858	27	718
Madisonville	8,209	177	4,433
Remainder of County	24,162	159	1,219
Jackson	16,339	137	758
Jefferson	385,392	4,675	138,784
Louisville	319,077	4,143	131,004
Remainder of County	66,315	532	7,780

XUM

KENTUCKY—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Jessamine	12,174	172	$2,185
Nicholasville	3,192	83	1,676
Remainder of County	8,982	89	509
Johnson	25,771	248	3,303
Kenton	93,139	1,257	25,667
Covington	62,018	963	21,627
Elsmere	2,885	20	270
Ludlow	6,185	79	975
Remainder of County	22,051	195	2,795
Knott	20,007	186	735
Knox	31,029	266	2,124
Corbin (part)[1]	1,575	11	236
Remainder of County	29,454	255	1,888
Larue	9,622	122	1,156
Laurel	25,640	227	2,240
Lawrence	17,275	190	1,063
Lee	10,860	127	748
Leslie	14,981	124	543
Letcher	40,592	371	4,517
Jenkins	9,428	42	1,563
Remainder of County	31,164	329	2,954
Lewis	15,686	126	859
Lincoln	19,859	236	1,945
Livingston	9,127	85	605
Logan	23,345	238	3,130
Russellville	3,983	86	1,919
Remainder of County	19,362	152	1,211
Lyon	9,067	67	801
McCracken	48,534	599	15,125
Paducah	33,765	486	14,592
Remainder of County	14,769	113	533
McCreary	16,451	168	1,622
McLean	11,446	115	1,053
Madison	28,541	319	5,428
Richmond	7,335	147	3,685
Remainder of County	21,206	172	1,743
Magoffin	17,490	183	618
Marion	16,913	132	2,221
Lebanon	3,786	75	1,859
Remainder of County	13,127	57	362
Marshall	16,602	163	1,592
Martin	10,970	91	399
Mason	19,066	275	5,147
Maysville	6,572	164	4,358
Remainder of County	12,494	111	789
Meade	8,827	105	877
Menifee	5,691	57	326
Mercer	14,629	177	2,636
Harrodsburg	4,673	107	2,089
Remainder of County	9,956	70	547
Metcalfe	10,853	84	488
Monroe	14,070	154	1,004
Montgomery	12,280	154	2,566
Mount Sterling	4,782	113	2,385
Remainder of County	7,498	41	181
Morgan	16,827	185	795
Muhlenberg	37,554	308	4,884
Central City	4,199	96	1,615
Remainder of County	33,355	212	3,269
Nelson	18,004	160	2,443
Nicholas	8,617	88	1,105
Ohio	24,421	285	1,997
Oldham	10,716	84	1,037
Owen	10,942	98	1,308
Owsley	8,957	83	363
Pendleton	10,392	128	1,400
Perry	47,828	400	7,319
Hazard	7,397	117	3,330
Remainder of County	40,431	283	3,989
Pike	71,122	653	7,761
Pikeville	4,185	117	3,539
Remainder of County	66,937	536	4,222
Powell	7,671	73	283
Pulaski	39,863	384	4,190
Somerset	6,154	115	2,987
Remainder of County	33,709	269	1,203
Robertson	3,419	47	403
Rockcastle	17,165	202	980
Rowan	12,734	172	1,590
Russell	13,615	136	859
Scott	14,314	162	2,697
Georgetown	4,420	95	2,208
Remainder of County	9,894	67	489
Shelby	17,759	169	3,498
Shelbyville	4,392	98	2,810
Remainder of County	13,367	71	688
Simpson	11,752	131	2,118
Franklin	3,940	93	1,893
Remainder of County	7,812	38	225
Spencer	6,757	52	612
Taylor	13,556	142	1,827
Todd	14,234	150	1,421
Trigg	12,784	91	1,017
Trimble	5,601	54	298
Union	17,411	179	2,623
Morganfield	3,079	60	1,323
Remainder of County	14,332	119	1,300
Warren	36,631	477	8,107
Bowling Green	14,585	297	7,322
Remainder of County	22,046	180	785
Washington	12,965	107	1,732
Wayne	17,204	148	1,335

KENTUCKY—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Webster	19,198	229	$2,718
Providence	4,397	70	1,064
Remainder of County	14,801	159	1,654
Whitley	33,186	350	4,851
Corbin (part)[1]	6,318	137	2,821
Remainder of County	26,868	213	2,030
Wolfe	9,997	88	369
Woodford	11,847	129	2,013
Versailles	2,548	64	1,486
Remainder of County	9,299	65	527

[1]Corbin is in Knox and Whitley Counties.

LOUISIANA

State Total	2,363,880	25,469	$486,250
Acadia Parish	46,260	486	7,162
Crowley	9,523	180	3,692
Rayne	4,974	94	1,557
Remainder of Parish	31,763	212	1,913
Allen Parish	17,540	162	1,887
Oakdale	3,933	73	901
Remainder of Parish	13,607	89	986
Ascension Parish	21,215	218	2,848
Donaldsonville	3,889	84	1,726
Remainder of Parish	17,326	134	1,122
Assumption Parish	18,541	165	2,344
Avoyelles Parish	39,256	500	4,195
Bunkie	3,575	88	1,580
Remainder of Parish	35,681	412	2,615
Beauregard Parish	14,847	168	2,028
De Ridder	3,750	89	1,662
Remainder of Parish	11,097	79	366
Bienville Parish	23,933	183	2,571
Bossier Parish	33,162	226	4,262
Bossier City	5,786	89	2,820
Remainder of Parish	27,376	137	1,442
Caddo Parish	150,203	1,684	52,385
Shreveport	98,167	1,215	46,959
Remainder of Parish	52,036	469	5,426
Calcasieu Parish	56,506	755	16,063
De Quincy	3,252	54	910
Lake Charles	21,207	355	11,316
Remainder of Parish	32,047	346	3,837
Caldwell Parish	12,046	90	1,310
Cameron Parish	7,203	89	493
Catahoula Parish	14,618	112	1,111
Claiborne Parish	29,855	250	3,526
Homer	3,497	84	1,641
Remainder of Parish	26,358	166	1,885
Concordia Parish	14,562	135	1,770
Ferriday	2,857	65	1,225
Remainder of Parish	11,705	70	545
De Soto Parish	31,803	249	3,503
Mansfield	4,065	95	1,901
Remainder of Parish	27,738	154	1,602
East Baton Rouge Parish	88,415	977	35,043
Baton Rouge	34,719	545	27,780
Remainder of Parish	53,696	432	7,263
East Carroll Parish	19,023	132	2,061
Lake Providence	3,711	81	1,514
Remainder of Parish	15,312	51	547
East Feliciana Parish	18,039	120	1,052
Jackson	5,384	18	361
Remainder of Parish	12,655	102	691
Evangeline Parish	30,497	342	2,561
Franklin Parish	32,382	214	3,083
Grant Parish	15,933	146	1,621
Iberia Parish	37,183	418	7,153
New Iberia	13,747	230	4,815
Remainder of Parish	23,436	188	2,338
Iberville Parish	27,721	295	3,593
Plaquemine	5,049	99	1,771
Remainder of Parish	22,672	196	1,822
Jackson Parish	17,807	128	2,908
Jefferson Parish	50,427	705	9,288
Gretna	10,879	188	2,296
Westwego	4,992	62	660
Remainder of Parish	34,556	455	6,332
Jefferson Davis Parish	24,191	264	4,491
Jennings	7,343	99	2,655
Remainder of Parish	16,848	165	1,836
Lafayette Parish	43,941	537	8,451
Lafayette	19,210	320	7,024
Remainder of Parish	24,731	217	1,427
Lafourche Parish	38,615	370	7,243
Thibodaux	5,851	101	3,368
Remainder of Parish	32,764	269	3,875
La Salle Parish	10,959	114	1,995
Lincoln Parish	24,790	199	3,534
Ruston	7,107	114	2,824
Remainder of Parish	17,683	85	710

LOUISIANA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Livingston Parish	17,790	170	$1,543
Madison Parish	18,443	146	2,632
Tallulah	5,712	92	2,281
Remainder of Parish	12,731	54	351
Morehouse Parish	27,571	178	3,688
Bastrop	6,626	90	2,484
Remainder of Parish	20,945	88	1,204
Natchitoches P.	40,997	333	4,332
Natchitoches	6,812	124	2,812
Remainder of Parish	34,185	209	1,520
Orleans Parish	494,537	6,673	157,062
New Orleans	494,537	6,673	157,062
Ouachita Parish	59,168	713	20,385
Monroe	28,309	484	17,003
West Monroe	8,560	117	2,502
Remainder of Parish	22,299	112	880
Plaquemines P.	12,318	128	917
Pointe Coupee P.	24,004	283	2,631
Rapides Parish	73,370	768	15,406
Alexandria	27,066	423	12,278
Pineville	4,297	59	994
Remainder of Parish	42,007	286	2,134
Red River Parish	15,881	96	1,328
Richland Parish	28,829	208	2,936
Sabine Parish	23,586	217	2,510
St. Bernard Parish	7,280	90	677
St. Charles Parish	12,321	163	1,508
St. Helena Parish	9,542	45	316
St. James Parish	16,596	184	1,632
St. John the Baptist Parish	14,766	160	1,667
St. Landry Parish	71,481	672	9,831
Eunice	5,242	108	1,866
Opelousas	8,980	187	4,939
Remainder of Parish	57,259	377	3,026
St. Martin Parish	26,394	324	2,613
St. Mary Parish	31,458	356	4,879
Franklin	4,274	78	1,761
Morgan City	6,969	97	1,599
Remainder of Parish	20,215	181	1,519
St. Tammany Parish	23,624	292	3,587
Covington	4,123	98	1,507
Slidell	2,864	53	926
Remainder of Parish	16,637	141	1,154
Tangipahoa Parish	45,519	450	7,573
Hammond	6,033	110	2,673
Ponchatoula	4,001	66	1,575
Remainder of Parish	35,485	274	3,325
Tensas Parish	15,940	125	1,408
Terrebonne Parish	35,880	410	7,764
Houma	9,052	193	5,696
Remainder of Parish	26,828	217	2,068
Union Parish	20,943	166	1,891
Vermilion Parish	37,750	441	4,717
Abbeville	6,672	129	2,522
Remainder of Parish	31,078	312	2,195
Vernon Parish	19,142	175	2,195
Leesville	2,829	85	1,490
Remainder of Parish	16,313	90	705
Washington P.	34,443	312	5,945
Bogalusa	14,604	189	4,352
Remainder of Parish	19,839	123	1,593
Webster Parish	33,676	311	5,434
Minden	6,677	116	3,078
Remainder of Parish	26,999	195	2,356
West Baton Rouge Parish	11,263	95	1,179
West Carroll P.	19,252	147	1,805
West Feliciana P.	11,720	75	666
Winn Parish	16,923	130	2,058
Winnefield	4,512	73	1,717
Remainder of Parish	12,411	57	341

MAINE

State Total	847,226	13,455	$281,356
Androscoggin	76,679	1,102	29,144
Auburn	19,817	236	5,801
Lewiston	38,598	568	19,731
Remainder of County	18,264	298	3,612
Aroostook	94,436	1,175	23,065
Cumberland	146,000	2,168	65,240
Portland	73,643	1,112	45,895
South Portland	15,781	158	3,575
Westbrook	11,087	142	3,478
Remainder of County	45,489	756	12,292
Franklin	19,896	345	5,421
Hancock	32,422	716	10,339
Ellsworth	3,911	98	2,757
Remainder of County	28,511	618	7,582
Kennebec	77,231	1,178	27,033
Augusta	19,360	294	8,939
Gardiner	6,044	125	2,529
Hallowell	2,906	53	859
Waterville	16,688	284	9,670
Remainder of County	32,233	422	5,036
Knox	27,191	573	9,439
Rockland	8,899	222	5,661
Remainder of County	18,292	351	3,778

MAINE—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Lincoln	16,294	340	$5,443
Oxford	42,662	595	11,474
Penobscot	97,104	1,313	34,512
Bangor	29,822	476	20,312
Brewer	6,510	63	1,525
Old Town	7,688	105	2,000
Remainder of County	53,084	669	10,566
Piscataquis	18,467	271	4,256
Sagadahoc	19,123	295	5,991
Bath	10,235	179	4,502
Remainder of County	8,888	116	1,489
Somerset	38,245	613	9,373
Waldo	21,159	368	4,884
Belfast	5,540	128	2,842
Remainder of County	15,619	240	2,042
Washington	37,767	698	9,016
Calais	5,161	129	2,970
Eastport	3,346	75	1,223
Remainder of County	29,260	494	4,824
York	82,550	1,708	28,695
Biddeford	19,790	370	8,662
Saco	8,631	158	2,220
Remainder of County	54,129	1,180	15,799

MARYLAND

State Total	1,821,244	25,566	$619,273
Allegany	86,973	1,114	28,650
Cumberland	39,483	586	21,415
Frostburg	7,659	118	2,566
Westernport	3,565	43	727
Remainder of County	36,266	367	3,922
Anne Arundel	68,375	783	15,659
Annapolis	13,069	243	9,264
Remainder of County	55,306	540	5,795
Baltimore	155,825	1,461	27,328
Baltimore (city)	859,100	14,116	360,103
Calvert	10,484	165	1,894
Caroline	17,549	278	3,888
Carroll	39,054	436	9,345
Westminster	4,692	111	3,959
Remainder of County	34,362	325	4,986
Cecil	26,407	370	5,967
Elkton	3,518	80	1,961
Remainder of County	22,889	290	4,006
Charles	17,612	209	3,084
Dorchester	22,006	448	6,492
Cambridge	10,102	231	4,945
Remainder of County	17,904	217	1,537
Frederick	57,312	734	17,445
Brunswick	3,856	54	1,299
Frederick	15,802	316	11,131
Remainder of County	37,654	364	4,915
Garrett	21,981	208	3,955
Harford	35,060	444	9,720
Havre de Grace	4,967	105	1,900
Remainder of County	30,093	339	6,820
Howard	17,175	268	4,334
Kent	13,465	271	4,647
Chestertown	2,760	88	2,389
Remainder of County	10,705	183	1,720
Montgomery	83,912	579	24,339
Takoma Park (part)[1]	7,650	19	665
Remainder of County	76,262	560	23,674
Prince Georges	89,490	708	29,112
Hyattsville	6,575	67	4,215
Laurel	2,823	67	2,621
Mount Ranier	4,830	38	1,962
Takoma Park (part)[1]	1,288	4	12,784
Remainder of County	73,974	532	
Queen Annes	14,476	205	2,798
St. Marys	14,626	213	2,271
Somerset	20,965	339	2,949
Crisfield	3,908	120	1,962
Remainder of County	17,057	219	1,587
Talbot	18,784	300	6,510
Easton	4,528	141	4,329
Remainder of County	14,256	159	2,181
Washington	68,838	976	21,729
Hagerstown	32,491	565	17,418
Remainder of County	36,347	411	4,311
Wicomico	34,530	554	12,130
Salisbury	13,313	301	10,417
Remainder of County	21,217	253	1,713
Worcester	21,245	387	7,284
Pocomoke City	2,739	83	2,872
Remainder of County	18,506	304	4,412

[1]Takoma Park is in Montgomery and Prince Georges Counties.

MASSACHUSETTS

State Total	4,316,721	59,217	$1,737,686
Barnstable	37,295	878	20,473
Barnstable town	8,333	214	6,473
Provincetown	3,668	80	1,718
Remainder of County	25,294	584	12,282

MASSACHUSETTS—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Berkshire	122,273	1,718	49,406
Adams	12,608	179	3,551
Dalton	4,206	36	893
Great Barrington	5,824	144	3,747
Lee	4,222	69	1,446
North Adams	22,213	339	10,045
Pittsfield	49,684	619	24,296
Remainder of County	23,516	332	5,428
Bristol	364,637	5,241	119,420
Attleboro	22,071	269	7,551
Dartmouth	9,011	109	1,931
Fairhaven	10,938	131	1,474
Fall River	115,428	1,761	40,480
Mansfield	6,530	92	2,165
New Bedford	110,341	1,640	40,777
North Attleborough	10,359	152	3,648
Somerset	5,873	64	748
Taunton	37,395	523	13,937
Remainder of County	36,691	500	6,709
Dukes	5,669	159	3,074
Essex	496,313	7,515	178,338
Amesbury	10,862	202	3,653
Andover	11,122	144	2,929
Beverly	25,537	370	9,166
Danvers	14,179	162	3,581
Gloucester	24,046	364	8,204
Haverhill	46,752	687	17,339
Ipswich	6,348	164	2,522
Lawrence	84,323	1,490	35,826
Lynn	98,123	1,346	41,537
Marblehead	10,856	126	3,159
Methuen	21,880	191	2,888
Newburyport	13,916	327	6,857
North Andover	7,524	77	1,406
Peabody	21,711	329	6,360
Rockport	3,556	84	1,076
Salem	41,213	625	19,719
Saugus	14,825	147	2,302
Swampscott	10,761	72	1,933
Remainder of County	28,779	608	7,881
Franklin	49,453	728	18,955
Greenfield	15,672	260	10,519
Montague	7,582	110	2,097
Orange	5,611	75	1,713
Remainder of County	20,588	283	4,626
Hampden	332,107	4,596	136,671
Chicopee	41,664	492	7,863
Holyoke	53,750	858	21,917
Longmeadow	5,790	21	712
Ludlow	8,181	132	1,743
Palmer	9,149	155	3,182
Springfield	149,554	2,129	83,796
Westfield	18,793	241	7,672
West Springfield	17,135	230	5,386
Remainder of County	28,091	338	4,400
Hampshire	72,461	1,126	24,361
Amherst	6,410	118	3,059
Easthampton	10,316	175	2,738
Northampton	24,794	369	11,346
South Hadley	6,856	94	1,242
Ware	7,557	147	2,857
Remainder of County	16,528	223	3,119
Middlesex	971,390	11,153	301,377
Arlington	40,013	299	9,361
Ayer	3,572	73	1,607
Belmont	26,867	194	5,382
Cambridge	110,879	1,472	46,620
Concord	7,972	120	2,838
Dracut	7,339	52	494
Everett	46,784	468	9,091
Framingham	23,214	379	10,772
Hudson	8,042	132	2,473
Lexington	13,187	100	3,143
Lowell	101,389	1,554	39,042
Malden	58,010	738	22,020
Marlborough	15,154	244	5,006
Maynard	6,812	109	2,315
Medford	63,083	467	14,280
Melrose	25,333	241	5,606
Natick	13,851	172	4,201
Newton	69,873	630	22,537
Reading	10,866	149	3,138
Somerville	102,177	1,093	26,615
Stoneham	10,765	119	2,449
Wakefield	16,223	193	5,629
Waltham	40,020	564	20,712
Watertown	35,427	354	12,370
Winchester	15,081	113	2,953
Woburn	19,751	264	6,559
Remainder of County	79,706	860	14,164
Nantucket	3,401	78	1,923
Nantucket	3,401	78	1,923
Norfolk	325,180	3,673	114,111
Braintree	16,378	165	3,413
Brookline	49,786	460	22,043
Canton	6,381	80	1,602
Dedham	15,508	167	4,206
Franklin	7,303	96	2,100
Milton	18,708	86	3,891
Needham	12,445	127	4,384
Norwood	15,383	215	6,439
Quincy	75,810	921	35,107
Randolph	7,634	110	1,946
Stoughton	8,632	148	2,850
Walpole	7,443	108	2,279
Wellesley	15,127	155	8,440
Weymouth	23,868	282	6,009
Remainder of County	44,774	553	9,402
Plymouth	168,824	2,950	68,527
Abington	5,708	83	1,805
Bridgewater	8,902	80	1,715

MASSACHUSETTS—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Brockton	62,343	969	$31,534
Hingham	8,003	127	2,434
Middleborough	9,032	188	4,121
Plymouth	13,100	337	6,210
Rockland	8,087	120	3,303
Whitman	7,759	115	2,720
Remainder of County	45,890	931	14,685
Suffolk	863,248	12,966	515,043
Boston	770,816	11,817	490,396
Chelsea	41,259	549	13,392
Revere	34,405	455	7,730
Winthrop	16,768	145	3,525
Worcester	504,470	6,436	185,995
Athol	11,180	148	5,025
Auburn	6,629	71	1,561
Blackstone	4,566	52	493
Clinton	12,440	209	4,875
Dudley	4,616	43	931
Fitchburg	41,824	612	19,365
Gardner	20,206	252	8,235
Hopedale	3,113	15	636
Leominster	22,226	271	6,652
Milford	15,388	206	5,284
Millbury	6,983	87	1,849
Northbridge	10,242	111	2,501
Southbridge	16,825	223	6,358
Spencer	6,641	106	2,063
Uxbridge	6,417	113	1,655
Webster	13,186	177	4,151
Winchendon	6,575	100	2,343
Worcester	193,694	2,389	92,834
Remainder of County	101,719	1,251	19,184

MICHIGAN

State Total		67,414	$1,820,798
Alcona	5,463	83	1,019
Alger	10,167	144	2,645
Munising	4,409	70	1,888
Remainder of County	5,758	74	757
Allegan	41,839	637	10,498
Allegan	4,526	109	2,982
Otsego	3,428	77	1,280
Remainder of County	33,885	451	6,236
Alpena	20,766	271	6,265
Alpena	12,808	203	5,880
Remainder of County	7,958	68	385
Antrim	10,964	140	1,812
Arenac	9,233	140	2,161
Baraga	9,356	110	2,113
L'Anse	2,564	48	1,253
Remainder of County	6,792	62	860
Barry	22,613	247	4,763
Hastings	5,175	110	3,049
Remainder of County	17,438	137	1,714
Bay	74,981	970	24,437
Bay City	47,956	728	21,716
Remainder of County	27,025	242	2,721
Benzie	7,800	148	2,098
Berrien	89,117	1,346	31,609
Benton Harbor	16,668	310	10,806
Buchanan	4,056	78	1,742
Niles	11,328	215	5,757
St. Joseph	8,963	144	4,322
Remainder of County	48,102	599	8,982
Branch	25,845	412	7,276
Coldwater	7,343	174	4,377
Remainder of County	18,502	238	2,899
Calhoun	94,206	1,276	34,097
Albion	8,345	142	3,366
Battle Creek	43,453	688	24,410
Marshall	5,253	132	2,701
Remainder of County	37,155	314	3,620
Cass	21,910	327	5,028
Dowagiac	5,007	106	2,335
Remainder of County	16,903	221	2,693
Charlevoix	13,031	230	3,424
Boyne City	2,904	69	1,036
Remainder of County	10,127	161	2,388
Cheboygan	13,644	220	3,468
Cheboygan	5,673	120	2,512
Remainder of County	7,971	100	956
Chippewa	27,807	369	8,624
Sault Ste. Marie	15,847	226	7,392
Remainder of County	11,960	143	1,232
Clare	9,163	159	2,552
Clinton	26,671	326	5,740
St. Johns	4,422	112	2,703
Remainder of County	22,249	214	3,037
Crawford	3,765	97	1,481
Delta	34,037	440	9,970
Escanaba	14,830	234	6,922
Gladstone	4,972	68	1,307
Remainder of County	14,235	138	1,741
Dickinson	28,731	378	7,357
Iron Mountain	11,080	197	5,179
Kingsford	5,771	43	471
Norway	3,728	68	1,097
Remainder of County	8,152	70	610
Eaton	34,124	473	8,054
Charlotte	5,544	135	3,167
Eaton Rapids	3,060	78	1,512

MICHIGAN—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Grand Ledge	3,899	77	$1,447
Remainder of County	21,621	183	1,928
Emmet	15,791	292	6,802
Petoskey	6,019	146	5,452
Remainder of County	9,772	146	1,350
Genessee	227,944	2,698	85,265
Fenton	3,377	75	1,630
Flint	151,543	1,917	71,807
Remainder of County	73,024	706	11,828
Gladwin	9,385	123	1,813
Gogebic	31,797	456	9,446
Bessemer	4,080	78	1,555
Ironwood	13,369	213	6,113
Wakefield	3,591	60	833
Remainder of County	10,757	105	945
Grand Traverse	23,390	294	9,196
Traverse City	14,455	214	8,598
Remainder of County	8,935	80	598
Gratiot	32,205	450	8,967
Alma	7,202	150	4,197
St. Louis	3,039	65	1,265
Remainder of County	21,964	235	3,505
Hillsdale	29,092	413	6,265
Hillsdale	6,381	114	3,212
Remainder of County	22,711	299	3,053
Houghton	47,631	634	12,731
Hancock	5,554	111	2,579
Houghton	3,693	85	2,874
Laurium	3,929	69	1,338
Remainder of County	34,455	369	5,940
Huron	32,584	460	7,850
Bad Axe	2,624	80	2,233
Remainder of County	29,960	380	5,617
Ingham	130,616	1,576	55,230
East Lansing	5,839	57	2,054
Lansing	78,753	1,112	46,591
Mason	2,867	62	1,620
Remainder of County	43,157	345	4,965
Ionia	35,710	521	8,317
Belding	4,089	77	1,335
Ionia	6,392	143	3,695
Remainder of County	25,229	301	3,287
Iosco	8,560	144	2,222
Iron	20,243	268	5,050
Crystal Falls	2,641	50	1,003
Iron River	4,416	108	2,906
Remainder of County	13,186	110	1,141
Isabella	25,982	298	6,566
Mount Pleasant	8,413	155	4,995
Remainder of County	17,569	143	1,571
Jackson	93,108	1,185	32,924
Jackson	49,656	775	27,970
Remainder of County	43,452	410	4,954
Kalamazoo	100,085	1,296	41,096
Kalamazoo	54,097	887	35,993
Remainder of County	45,988	409	5,103
Kalkaska	5,159	54	734
Kent	246,338	3,289	94,469
East Grand Rapids	4,899	16	304
Grand Rapids	164,292	2,354	80,751
Remainder of County	77,147	919	13,414
Keweenaw	4,004	37	567
Lake	4,798	99	742
Lapeer	32,116	407	7,449
Lapeer	5,365	115	3,814
Remainder of County	26,751	292	3,635
Leelanau	8,436	144	1,318
Lenawee	53,110	777	15,972
Adrian	14,230	272	8,160
Remainder of County	38,880	505	7,812
Livingston	20,863	312	6,068
Howell	3,748	99	2,900
Remainder of County	17,115	213	3,168
Luce	7,423	61	1,932
Newberry	2,732	45	1,781
Remainder of County	4,691	16	151
Mackinac	9,438	181	2,211
St. Ignace	2,669	52	1,142
Remainder of County	6,769	129	1,069
Macomb	107,638	1,284	28,471
Center Line	3,198	44	1,524
East Detroit	8,584	99	3,279
Mount Clemens	14,389	257	9,007
Roseville	9,023	95	1,396
St. Clair Shores	10,405	107	1,304
Remainder of County	62,039	682	11,961
Manistee	18,450	304	5,165
Manistee	8,694	172	3,925
Remainder of County	9,756	132	1,240
Marquette	47,144	603	14,050
Ishpeming	9,491	157	4,062
Marquette	15,928	200	6,660
Negaunee	6,813	101	1,969
Remainder of County	14,912	145	1,359
Mason	19,378	293	5,462
Ludington	8,701	160	3,917

MICHIGAN—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Remainder of County	10,677	133	$1,545
Mecosta	16,902	257	4,082
Big Rapids	4,987	125	2,751
Remainder of County	11,915	132	1,331
Menominee	24,883	284	4,162
Menominee	10,230	141	2,591
Remainder of County	14,653	143	1,571
Midland	27,094	297	7,352
Midland	10,329	166	6,000
Remainder of County	16,765	131	1,352
Missaukee	8,034	89	1,474
Monroe	58,620	750	15,024
Monroe	18,478	318	9,181
Remainder of County	40,142	432	5,843
Montcalm	28,581	507	7,080
Greenville	5,321	131	2,918
Remainder of County	23,260	376	4,162
Montmorency	3,840	66	788
Muskegon	94,501	1,162	31,625
Muskegon	47,697	662	23,526
Muskegon Heights	16,047	158	3,815
Remainder of County	30,757	342	4,284
Newaygo	19,286	235	3,570
Oakland	254,068	2,832	83,019
Berkley	6,406	55	1,516
Birmingham	11,196	154	6,632
Clawson	4,006	43	685
Ferndale	22,523	202	7,335
Northville (part)‡	112	...	...
Pleasant Ridge	3,391	7	447
Pontiac	66,626	762	31,105
Rochester	3,759	76	2,091
Royal Oak	25,087	343	14,333
Remainder of County	110,962	1,190	18,875
Oceana	14,812	221	3,070
Ogemaw	8,720	128	2,376
Ontonagon	11,359	152	2,301
Osceola	13,309	197	2,906
Oscoda	2,543	55	538
Otsego	5,827	116	1,762
Ottawa	59,660	797	18,464
Grand Haven	8,799	138	3,713
Holland	14,616	277	8,066
Zeeland	3,007	82	1,539
Remainder of County	33,238	300	5,146
Presque Isle	12,250	163	2,353
Rogers City	3,072	64	1,365
Remainder of County	9,178	99	988
Roscommon	3,668	132	1,421
Saginaw	130,468	1,536	44,023
Saginaw	82,794	1,073	35,911
Remainder of County	47,674	463	8,112
St. Clair	76,222	1,096	26,105
Marine City	3,633	76	1,422
Port Huron	32,759	533	18,109
St. Clair	3,471	69	1,518
Remainder of County	36,359	418	5,036
St. Joseph	31,749	566	10,291
Sturgis	7,214	132	3,983
Three Rivers	6,710	128	3,108
Remainder of County	17,825	306	3,200
Sanilac	30,114	439	6,822
Schoolcraft	9,524	140	2,783
Manistique	5,399	104	2,550
Remainder of County	4,125	36	233
Shiawassee	41,207	579	12,641
Durand	3,127	62	1,434
Owosso	14,424	246	8,197
Remainder of County	23,656	271	3,010
Tuscola	35,694	466	9,156
Caro	3,070	86	2,865
Remainder of County	32,624	380	6,291
Van Buren	35,111	646	10,472
South Haven	4,745	136	3,349
Remainder of County	30,366	510	7,123
Washtenaw	80,810	1,295	35,786
Ann Arbor	29,815	638	22,292
Ypsilanti	12,121	258	7,250
Remainder of County	38,874	399	6,244
Wayne	2,015,623	24,047	792,901
Dearborn	63,584	591	24,066
Detroit	1,623,452	19,844	665,565
Ecorse	13,209	168	2,259
Garden City	4,096	39	543
Grosse Pointe	6,179	66	4,226
Grosse Pointe Farms	7,217	22	430
Grosse Pointe Park	12,646	78	2,077
Hamtramck	49,839	770	17,747
Highland Park	50,810	621	30,446
Inkster	7,044	60	1,468
Lincoln Park	15,236	160	4,263
Melvindale	4,764	56	838
Northville (part)‡	2,920	54	1,680
Plymouth	5,360	91	3,061
River Rouge	17,008	225	7,451
Trenton	5,284	60	2,038
Wayne	4,223	97	2,928
Wyandotte	30,618	355	11,034

KENTUCKY—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Jessamine	12,174	$2,185
Nicholasville	3,192	1,676
Remainder of County	8,982	509
Johnson	25,771	3,303
Kenton	93,139	1,257 25,667
Covington	62,018	963 21,627
Elsmere	2,885	20 270
Ludlow	6,185	79 975
Remainder of County	22,051	195 2,795
Knott	20,007	186 735
Knox	31,029	266 2,124
Corbin (part)[1]	1,575	11 236
Remainder of County	29,454	255 1,888
Larue	9,622	122 1,156
Laurel	25,640	227 2,240
Lawrence	17,275	190 1,063
Lee	10,860	127 748
Leslie	14,981	124 543
Letcher	40,592	371 4,517
Jenkins	9,428	42 1,563
Remainder of County	31,164	329 2,954
Lewis	15,686	126 859
Lincoln	19,859	236 1,945
Livingston	9,127	85 605
Logan	23,345	238 3,130
Russellville	3,983	86 1,919
Remainder of County	19,362	152 1,211
Lyon	9,067	67 801
McCracken	48,534	599 15,125
Paducah	33,765	486 14,592
Remainder of County	14,769	113 533
McCreary	16,451	168 1,622
McLean	11,446	115 1,053
Madison	28,541	319 5,428
Richmond	7,335	147 3,685
Remainder of County	21,206	172 1,743
Magoffin	17,490	183 618
Marion	16,913	132 2,221
Lebanon	3,786	75 1,859
Remainder of County	13,127	57 362
Marshall	16,602	163 1,592
Martin	10,970	91 399
Mason	19,066	275 5,147
Maysville	6,572	164 4,358
Remainder of County	12,494	111 789
Meade	8,827	105 877
Menifee	5,691	57 326
Mercer	14,629	177 2,636
Harrodsburg	4,673	107 2,089
Remainder of County	9,956	70 547
Metcalfe	10,853	84 488
Monroe	14,070	154 1,004
Montgomery	12,280	154 2,566
Mount Sterling	4,782	113 2,385
Remainder of County	7,498	41 181
Morgan	16,827	185 795
Muhlenberg	37,554	308 4,884
Central City	4,199	96 1,615
Remainder of County	33,355	212 3,269
Nelson	18,004	160 2,443
Nicholas	8,617	88 1,105
Ohio	24,421	285 1,997
Oldham	10,716	84 1,037
Owen	10,942	98 1,308
Owsley	8,957	83 363
Pendleton	10,392	128 1,400
Perry	47,828	400 7,319
Hazard	7,397	117 3,330
Remainder of County	40,431	283 3,989
Pike	71,122	653 7,761
Pikeville	4,185	117 3,539
Remainder of County	66,937	536 4,222
Powell	7,671	73 283
Pulaski	39,863	384 4,190
Somerset	6,154	115 2,987
Remainder of County	33,709	269 1,203
Robertson	3,419	47 403
Rockcastle	17,165	202 980
Rowan	12,734	172 1,590
Russell	13,615	136 859
Scott	14,314	162 2,697
Georgetown	4,420	95 2,208
Remainder of County	9,894	67 489
Shelby	17,759	169 3,498
Shelbyville	4,392	98 2,810
Remainder of County	13,367	71 688
Simpson	11,752	131 2,118
Franklin	3,940	93 1,893
Remainder of County	7,812	38 225
Spencer	6,757	52 612
Taylor	13,556	142 1,827
Todd	14,234	150 1,421
Trigg	12,784	91 1,017
Trimble	5,601	54 298
Union	17,411	179 2,623
Morganfield	3,079	60 1,323
Remainder of County	14,332	119 1,300
Warren	36,631	477 8,107
Bowling Green	14,585	297 7,322
Remainder of County	22,046	180 785
Washington	12,965	107 1,732
Wayne	17,204	148 1,335

KENTUCKY—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Webster	19,198	229 $2,718
Providence	4,397	70 1,064
Remainder of County	14,801	159 1,654
Whitley	33,186	350 4,851
Corbin (part)[1]	6,318	137 2,821
Remainder of County	26,868	213 2,030
Wolfe	9,997	88 369
Woodford	11,847	129 2,013
Versailles	2,548	64 1,486
Remainder of County	9,299	65 527

[1]Corbin is in Knox and Whitley Counties.

LOUISIANA

State Total	2,363,880	25,469	$486,250
Acadia Parish	46,260	486	7,162
Crowley	9,523	180	3,692
Rayne	4,974	94	1,557
Remainder of Parish	31,763	212	1,913
Allen Parish	17,540	162	1,887
Oakdale	3,933	73	901
Remainder of Parish	13,607	89	986
Ascension Parish	21,215	218	2,848
Donaldsonville	3,889	84	1,726
Remainder of Parish	17,326	134	1,122
Assumption Parish	18,541	165	2,344
Avoyelles Parish	39,256	500	4,195
Bunkie	3,575	88	1,580
Remainder of Parish	35,681	412	2,615
Beauregard Parish	14,847	168	2,028
De Ridder	3,750	89	1,662
Remainder of Parish	11,097	79	366
Bienville Parish	23,933	183	2,571
Bossier Parish	33,162	226	4,262
Bossier City	5,786	89	2,820
Remainder of Parish	27,376	137	1,442
Caddo Parish	150,203	1,684	52,385
Shreveport	98,167	1,215	46,959
Remainder of Parish	52,036	469	5,426
Calcasieu Parish	56,506	755	16,063
De Quincy	3,252	54	910
Lake Charles	21,207	355	11,316
Remainder of Parish	32,047	346	3,837
Caldwell Parish	12,046	90	1,310
Cameron Parish	7,203	89	493
Catahoula Parish	14,618	112	1,111
Claiborne Parish	29,855	250	3,526
Homer	3,497	84	1,641
Remainder of Parish	26,358	166	1,885
Concordia Parish	14,562	135	1,770
Ferriday	2,857	65	1,225
Remainder of Parish	11,705	70	545
De Soto Parish	31,803	249	3,503
Mansfield	4,065	95	1,901
Remainder of Parish	27,738	154	1,602
East Baton Rouge Parish	88,415	977	35,043
Baton Rouge	34,719	545	27,780
Remainder of Parish	53,696	432	7,263
East Carroll Parish	19,023	132	2,061
Lake Providence	3,711	81	1,514
Remainder of Parish	15,312	51	547
East Feliciana Parish	18,039	120	1,052
Jackson	5,384	18	361
Remainder of Parish	12,655	102	691
Evangeline Parish	30,497	342	2,561
Franklin Parish	32,382	214	3,083
Grant Parish	15,933	146	1,621
Iberia Parish	37,183	418	7,153
New Iberia	13,747	230	4,815
Remainder of Parish	23,436	188	2,338
Iberville Parish	27,721	295	3,593
Plaquemine	5,049	99	1,771
Remainder of Parish	22,672	196	1,822
Jackson Parish	17,807	128	2,908
Jefferson Parish	50,427	705	9,288
Gretna	10,879	188	2,296
Westwego	4,992	62	660
Remainder of Parish	34,556	455	6,332
Jefferson Davis Parish	24,191	264	4,491
Jennings	7,343	99	2,655
Remainder of Parish	16,848	165	1,836
Lafayette Parish	43,941	537	8,451
Lafayette	19,210	320	7,024
Remainder of Parish	24,731	217	1,427
Lafourche Parish	38,615	370	7,243
Thibodaux	5,851	101	3,368
Remainder of Parish	32,764	269	3,875
La Salle Parish	10,959	114	1,995
Lincoln Parish	24,790	199	3,534
Ruston	7,107	114	2,824
Remainder of Parish	17,683	85	710

LOUISIANA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Livingston Parish	17,790	170 $1,543
Madison Parish	18,443	146 2,632
Tallulah	5,712	92 2,281
Remainder of Parish	12,731	54 351
Morehouse Parish	27,571	178 3,688
Bastrop	6,626	90 2,484
Remainder of Parish	20,945	88 1,204
Natchitoches P.	40,997	333 4,332
Natchitoches	6,812	124 2,812
Remainder of Parish	34,185	209 1,520
Orleans Parish	494,537	6,673 157,062
New Orleans	494,537	6,673 157,062
Ouachita Parish	59,168	713 20,385
Monroe	28,309	484 17,003
West Monroe	8,560	117 2,502
Remainder of Parish	22,299	112 880
Plaquemines P.	12,318	128 917
Pointe Coupee P.	24,004	283 2,631
Rapides Parish	73,370	768 15,406
Alexandria	27,066	423 12,278
Pineville	4,297	59 994
Remainder of Parish	42,007	286 2,134
Red River Parish	15,881	96 1,328
Richland Parish	28,829	208 2,936
Sabine Parish	23,586	217 2,510
St. Bernard Parish	7,280	90 677
St. Charles Parish	12,321	163 1,508
St. Helena Parish	9,542	45 316
St. James Parish	16,596	184 1,632
St. John the Baptist Parish	14,766	160 1,667
St. Landry Parish	71,481	672 9,831
Eunice	5,242	108 1,866
Opelousas	8,980	187 4,939
Remainder of Parish	57,259	377 3,026
St. Martin Parish	28,394	324 2,613
St. Mary Parish	31,458	356 4,879
Franklin	4,274	78 1,761
Morgan City	6,969	97 1,599
Remainder of Parish	20,215	181 1,519
St. Tammany Parish	23,624	292 3,587
Covington	4,123	98 1,507
Slidell	2,864	53 926
Remainder of Parish	16,637	141 1,154
Tangipahoa Parish	45,519	450 7,573
Hammond	6,033	110 2,673
Ponchatoula	4,001	66 1,575
Remainder of Parish	35,485	274 3,325
Tensas Parish	15,940	125 1,408
Terrebonne Parish	35,880	410 7,764
Houma	9,052	193 5,696
Remainder of Parish	26,828	217 2,068
Union Parish	20,943	166 1,891
Vermilion Parish	37,750	441 4,717
Abbeville	6,672	129 2,522
Remainder of Parish	31,078	312 2,195
Vernon Parish	19,142	175 2,195
Leesville	2,829	85 1,490
Remainder of Parish	16,313	90 705
Washington P.	34,443	312 5,945
Bogalusa	14,604	189 4,352
Remainder of Parish	19,839	123 1,593
Webster Parish	33,676	311 5,434
Minden	6,677	116 3,078
Remainder of Parish	26,999	195 2,356
West Baton Rouge Parish	11,263	95 1,179
West Carroll P.	19,252	147 1,805
West Feliciana P.	11,720	75 666
Winn Parish	16,923	130 2,058
Winnefield	4,512	73 1,717
Remainder of Parish	12,411	57 341

MAINE

State Total	847,226	13,455	$281,356
Androscoggin	76,679	1,102	29,144
Auburn	19,817	236	5,801
Lewiston	38,598	568	19,731
Remainder of County	18,264	298	3,612
Aroostook	94,436	1,175	23,065
Cumberland	146,000	2,168	65,240
Portland	73,643	1,112	45,895
South Portland	15,781	158	3,575
Westbrook	11,087	142	3,478
Remainder of County	45,489	756	12,292
Franklin	19,896	345	5,421
Hancock	32,422	716	10,339
Ellsworth	3,911	98	2,757
Remainder of County	28,511	618	7,582
Kennebec	77,231	1,178	27,033
Augusta	19,360	294	8,939
Gardiner	6,044	125	2,529
Hallowell	2,906	53	859
Waterville	16,688	284	9,670
Remainder of County	32,233	422	5,036
Knox	27,191	573	9,439
Rockland	8,899	222	5,661
Remainder of County	18,292	351	3,778

MAINE—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Lincoln	16,294	340 $5,44
Oxford	42,662	595 11,47
Penobscot	97,104	1,313 34,51
Bangor	29,822	476 20,31
Brewer	6,510	63 1,05
Old Town	7,688	105 2,09
Remainder of County	53,084	669 10,58
Piscataquis	18,467	271 4,29
Sagadahoc	19,123	295 5,99
Bath	10,235	179 4,30
Remainder of County	8,888	116 1,69
Somerset	38,245	613 9,87
Waldo	21,159	368 4,86
Belfast	5,540	128 2,84
Remainder of County	15,619	240 2,04
Washington	37,767	698 9,61
Calais	5,161	129 2,37
Eastport	3,346	75 1,21
Remainder of County	29,260	494 4,82
York	82,550	1,708 26,69
Biddeford	19,790	370 8,64
Saco	8,631	158 2,23
Remainder of County	54,129	1,180 15,79

MARYLAND

State Total	1,821,244	25,566	$619,273
Allegany	86,973	1,114	28,65
Cumberland	39,483	586	21,41
Frostburg	7,659	118	2,58
Westernport	3,565	43	72
Remainder of County	36,266	367	3,92
Anne Arundel	68,375	783	15,65
Annapolis	13,069	243	9,25
Remainder of County	55,306	540	5,79
Baltimore	155,825	1,461	27,33
Baltimore (city)	859,100	14,116	380,10
Calvert	10,484	165	1,89
Caroline	17,549	278	3,88
Carroll	39,054	436	8,84
Westminster	4,692	111	3,85
Remainder of County	34,362	325	4,99
Cecil	26,407	370	5,86
Elkton	3,518	80	1,86
Remainder of County	22,889	290	4,00
Charles	17,612	209	3,08
Dorchester	20,006	448	6,48
Cambridge	10,102	231	4,94
Remainder of County	17,904	217	1,53
Frederick	57,312	734	17,44
Brunswick	3,856	54	1,09
Frederick	15,802	316	11,13
Remainder of County	37,654	364	4,91
Garrett	21,981	208	3,93
Harford	35,060	444	8,73
Havre de Grace	4,967	105	1,90
Remainder of County	30,093	339	6,83
Howard	17,175	268	4,33
Kent	13,465	271	4,04
Chestertown	2,760	88	2,39
Remainder of County	10,705	183	1,73
Montgomery	83,912	579	24,33
Takoma Park (part)[1]	7,650	19	66
Remainder of County	76,262	560	23,67
Prince Georges	89,490	708	20,11
Hyattsville	6,575	67	4,21
Laurel	2,823	67	2,02
Mount Ranier	4,830	38	1,00
Takoma Park (part)[1]	1,288	4	12,78
Remainder of County	73,974	532	
Queen Annes	14,476	205	2,79
St. Marys	14,626	213	2,27
Somerset	20,965	339	2,94
Crisfield	3,908	120	1,36
Remainder of County	17,057	219	1,58
Talbot	18,784	300	6,51
Easton	4,528	141	4,32
Remainder of County	14,256	159	2,18
Washington	68,838	976	21,72
Hagerstown	32,491	565	17,41
Remainder of County	36,347	411	4,31
Wicomico	34,530	554	12,13
Salisbury	13,313	301	10,41
Remainder of County	21,217	253	1,71
Worcester	21,245	387	7,35
Pocomoke City	2,739	83	2,67
Remainder of County	18,506	304	4,68

[1]Takoma Park is in Montgomery and Prince Georges Counties.

MASSACHUSETTS

State Total	4,316,721	59,217	$1,737,68
Barnstable	37,295	878	20,47
Barnstable town	8,333	214	6,47
Provincetown	3,668	80	1,71
Remainder of County	25,294	584	12,29

MASSACHUSETTS—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Berkshire	122,273	1,718	49,406
Adams	12,608	179	3,551
Dalton	4,206	36	893
Great Barrington	5,824	144	3,747
Lee	4,222	69	1,446
North Adams	22,213	339	10,045
Pittsfield	49,684	619	24,296
Remainder of County	23,516	332	5,428
Bristol	364,637	5,241	119,420
Attleboro	22,071	269	7,551
Dartmouth	9,011	109	1,931
Fairhaven	10,938	131	1,474
Fall River	115,428	1,761	40,480
Mansfield	6,530	92	2,165
New Bedford	110,341	1,640	40,777
North Attleborough	10,359	152	3,648
Somerset	5,873	64	748
Taunton	37,395	523	13,937
Remainder of County	36,691	500	6,709
Dukes	5,669	159	3,074
Essex	496,313	7,515	178,338
Amesbury	10,862	202	3,653
Andover	11,122	144	2,929
Beverly	25,537	370	9,166
Danvers	14,179	162	3,581
Gloucester	24,046	364	8,204
Haverhill	46,752	687	17,339
Ipswich	6,348	164	2,522
Lawrence	84,323	1,490	35,826
Lynn	98,123	1,346	41,537
Marblehead	10,856	126	3,159
Methuen	21,880	191	2,888
Newburyport	13,916	327	6,857
North Andover	7,524	77	1,406
Peabody	21,711	329	6,360
Rockport	3,556	84	1,076
Salem	41,213	625	19,719
Saugus	14,825	147	2,302
Swampscott	10,761	72	1,933
Remainder of County	28,779	608	7,881
Franklin	49,453	728	18,955
Greenfield	15,672	260	10,519
Montague	7,582	110	2,097
Orange	5,611	75	1,713
Remainder of County	20,588	283	4,626
Hampden	332,107	4,596	136,671
Chicopee	41,664	492	7,863
Holyoke	53,750	858	21,917
Longmeadow	5,790	21	712
Ludlow	8,181	132	1,743
Palmer	9,149	155	3,182
Springfield	149,554	2,129	83,796
Westfield	18,793	241	7,672
West Springfield	17,135	230	5,386
Remainder of County	28,091	338	4,400
Hampshire	72,461	1,126	24,361
Amherst	6,410	118	3,059
Easthampton	10,316	175	2,738
Northampton	24,794	369	11,346
South Hadley	6,856	94	1,242
Ware	7,557	147	2,857
Remainder of County	16,528	223	3,119
Middlesex	971,390	11,153	301,377
Arlington	40,013	299	9,361
Ayer	3,572	73	1,607
Belmont	26,867	194	5,382
Cambridge	110,879	1,472	46,620
Concord	7,972	120	2,838
Dracut	7,339	52	494
Everett	46,784	468	9,091
Framingham	23,214	379	10,772
Hudson	8,042	132	2,473
Lexington	13,187	100	3,143
Lowell	101,389	1,554	39,042
Malden	58,010	738	22,020
Marlborough	15,154	244	5,006
Maynard	6,812	109	2,315
Medford	63,083	467	14,280
Melrose	25,333	241	5,606
Natick	13,851	172	4,201
Newton	69,873	636	22,537
Reading	10,866	149	3,138
Somerville	102,177	1,093	26,615
Stoneham	10,765	119	2,449
Wakefield	16,223	193	5,629
Waltham	40,020	564	20,712
Watertown	35,427	354	12,370
Winchester	15,081	113	2,953
Woburn	19,751	264	6,559
Remainder of County	79,706	860	14,164
Nantucket	3,401	78	1,923
Nantucket	3,401	78	1,923
Norfolk	325,180	3,673	114,111
Braintree	16,378	165	3,413
Brookline	49,786	460	22,043
Canton	6,381	80	1,602
Dedham	15,508	167	4,206
Franklin	7,303	96	2,100
Milton	18,708	86	3,891
Needham	12,445	127	4,384
Norwood	15,383	215	6,439
Quincy	75,810	921	35,107
Randolph	7,634	110	1,946
Stoughton	8,632	148	2,850
Walpole	7,443	108	2,279
Wellesley	15,127	155	8,440
Weymouth	23,868	282	6,009
Remainder of County	44,774	553	9,402
Plymouth	168,824	2,950	68,527
Abington	5,708	83	1,805
Bridgewater	8,902	80	1,715
Brockton	62,343	969	$31,534
Hingham	8,003	127	2,434
Middleborough	9,032	188	4,121
Plymouth	13,100	337	6,210
Rockland	8,087	120	3,303
Whitman	7,759	115	2,720
Remainder of County	45,890	931	14,685
Suffolk	863,248	12,966	515,043
Boston	770,816	11,817	490,396
Chelsea	41,259	549	13,392
Revere	34,405	455	7,730
Winthrop	16,768	145	3,525
Worcester	504,470	6,436	185,995
Athol	11,180	148	5,025
Auburn	6,629	71	1,561
Blackstone	4,566	52	493
Clinton	12,440	209	4,875
Dudley	4,616	43	931
Fitchburg	41,824	612	19,365
Gardner	20,206	252	8,235
Hopedale	3,113	15	636
Leominster	22,226	271	6,652
Milford	15,388	206	5,284
Millbury	6,983	87	1,849
Northbridge	10,242	111	2,501
Southbridge	16,825	223	6,358
Spencer	6,641	106	2,063
Uxbridge	6,417	113	1,655
Webster	13,186	177	4,151
Winchendon	6,575	100	2,343
Worcester	193,694	2,389	92,834
Remainder of County	101,719	1,251	19,184

MICHIGAN

State Total		67,414	$1,820,798
Alcona	5,463	83	1,019
Alger	10,167	144	2,645
Munising	4,409	70	1,888
Remainder of County	5,758	74	757
Allegan	41,839	637	10,498
Allegan	4,526	109	2,982
Otsego	3,428	77	1,280
Remainder of County	33,885	451	6,236
Alpena	20,766	271	6,265
Alpena	12,808	203	5,880
Remainder of County	7,958	68	385
Antrim	10,964	140	1,812
Arenac	9,233	140	2,161
Baraga	9,356	110	2,113
L'Anse	2,564	48	1,253
Remainder of County	6,792	62	860
Barry	22,613	247	4,763
Hastings	5,175	110	3,049
Remainder of County	17,438	137	1,714
Bay	74,981	970	24,437
Bay City	47,956	728	21,716
Remainder of County	27,025	242	2,721
Benzie	7,800	148	2,098
Berrien	89,117	1,346	31,609
Benton Harbor	16,668	310	10,806
Buchanan	4,056	78	1,742
Niles	11,328	215	5,757
St. Joseph	8,963	144	4,322
Remainder of County	48,102	599	8,982
Branch	25,845	412	7,276
Coldwater	7,343	174	4,377
Remainder of County	18,502	238	2,899
Calhoun	94,206	1,276	34,097
Albion	8,345	142	3,366
Battle Creek	43,453	688	24,410
Marshall	5,253	132	2,701
Remainder of County	37,155	314	3,620
Cass	21,910	327	5,028
Dowagiac	5,007	106	2,335
Remainder of County	16,903	221	2,693
Charlevoix	13,031	230	3,424
Boyne City	2,904	69	1,036
Remainder of County	10,127	161	2,388
Cheboygan	13,644	220	3,468
Cheboygan	5,673	120	2,512
Remainder of County	7,971	100	956
Chippewa	27,807	369	8,624
Sault Ste. Marie	15,847	226	7,392
Remainder of County	11,960	143	1,232
Clare	9,163	159	2,552
Clinton	26,671	326	5,740
St. Johns	4,422	112	2,703
Remainder of County	22,249	214	3,037
Crawford	3,765	97	1,481
Delta	34,037	440	9,970
Escanaba	14,830	234	6,922
Gladstone	4,972	68	1,307
Remainder of County	14,235	138	1,741
Dickinson	28,731	378	7,357
Iron Mountain	11,080	197	5,179
Kingsford	5,771	43	471
Norway	3,728	68	1,097
Remainder of County	8,152	70	610
Eaton	34,124	473	8,054
Charlotte	5,544	135	3,167
Eaton Rapids	3,060	78	1,512
Grand Ledge	3,899	77	$1,447
Remainder of County	21,621	183	1,928
Emmet	15,791	292	6,802
Petoskey	6,019	146	5,452
Remainder of County	9,772	146	1,350
Genessee	227,944	2,698	85,265
Fenton	3,377	75	1,630
Flint	151,543	1,917	71,807
Remainder of County	73,024	706	11,828
Gladwin	9,385	123	1,813
Gogebic	31,797	456	9,446
Bessemer	4,080	78	1,555
Ironwood	13,369	213	6,113
Wakefield	3,591	60	833
Remainder of County	10,757	105	945
Grand Traverse	23,390	294	9,196
Traverse City	14,455	214	8,598
Remainder of County	8,935	80	598
Gratiot	32,205	450	8,967
Alma	7,202	150	4,197
St. Louis	3,039	65	1,265
Remainder of County	21,964	235	3,505
Hillsdale	29,092	413	6,265
Hillsdale	6,381	114	3,212
Remainder of County	22,711	299	3,053
Houghton	47,631	634	12,731
Hancock	5,554	111	2,579
Houghton	3,693	85	2,874
Laurium	3,929	69	1,338
Remainder of County	34,455	369	5,940
Huron	32,584	460	7,850
Bad Axe	2,624	80	2,233
Remainder of County	29,960	380	5,617
Ingham	130,616	1,576	55,230
East Lansing	5,839	57	2,054
Lansing	78,753	1,112	46,591
Mason	2,867	62	1,620
Remainder of County	43,157	345	4,965
Ionia	35,710	521	8,317
Belding	4,089	77	1,335
Ionia	6,392	143	3,695
Remainder of County	25,229	301	3,287
Iosco	8,560	144	2,222
Iron	20,243	268	5,050
Crystal Falls	2,641	50	1,003
Iron River	4,416	108	2,906
Remainder of County	13,186	110	1,141
Isabella	25,982	298	6,566
Mount Pleasant	8,413	155	4,995
Remainder of County	17,569	143	1,571
Jackson	93,108	1,185	32,924
Jackson	49,656	775	27,970
Remainder of County	43,452	410	4,954
Kalamazoo	100,085	1,296	41,096
Kalamazoo	54,097	887	35,993
Remainder of County	45,988	409	5,103
Kalkaska	5,159	54	734
Kent	246,338	3,289	94,469
East Grand Rapids	4,899	16	304
Grand Rapids	164,292	2,354	80,751
Remainder of County	77,147	919	13,414
Keweenaw	4,004	37	567
Lake	4,798	99	742
Lapeer	32,116	407	7,449
Lapeer	5,365	115	3,814
Remainder of County	26,751	292	3,635
Leelanau	8,436	144	1,318
Lenawee	53,110	777	15,972
Adrian	14,230	272	8,160
Remainder of County	38,880	505	7,812
Livingston	20,863	312	6,068
Howell	3,748	99	2,900
Remainder of County	17,115	213	3,168
Luce	7,423	61	1,932
Newberry	2,732	45	1,781
Remainder of County	4,691	16	151
Mackinac	9,438	181	2,211
St. Ignace	2,669	52	1,142
Remainder of County	6,769	129	1,069
Macomb	107,638	1,284	28,471
Center Line	3,198	44	1,524
East Detroit	8,584	99	3,279
Mount Clemens	14,389	257	9,007
Roseville	9,023	95	1,396
St. Clair Shores	10,405	107	1,304
Remainder of County	62,039	682	11,961
Manistee	18,450	304	5,165
Manistee	8,694	172	3,925
Remainder of County	9,756	132	1,240
Marquette	47,144	603	14,050
Ishpeming	9,491	157	4,062
Marquette	15,928	200	6,660
Negaunee	6,813	101	1,969
Remainder of County	14,912	145	1,359
Mason County	19,378	293	5,462
Ludington	8,701	160	3,917
Remainder of County	10,677	133	$1,545
Mecosta	16,902	257	4,082
Big Rapids	4,987	125	2,751
Remainder of County	11,915	132	1,331
Menominee	24,883	284	4,162
Menominee	10,230	141	2,591
Remainder of County	14,653	143	1,571
Midland	27,094	297	7,352
Midland	10,329	166	6,000
Remainder of County	16,765	131	1,352
Missaukee	8,034	89	1,474
Monroe	58,620	750	15,024
Monroe	18,478	318	9,181
Remainder of County	40,142	432	5,843
Montcalm	28,581	507	7,080
Greenville	5,321	131	2,918
Remainder of County	23,260	376	4,162
Montmorency	3,840	66	788
Muskegon	94,501	1,162	31,625
Muskegon	47,697	662	23,526
Muskegon Heights	16,047	158	3,815
Remainder of County	30,757	342	4,284
Newaygo	19,286	235	3,570
Oakland	254,068	2,832	83,019
Berkley	6,406	55	1,516
Birmingham	11,196	154	6,632
Clawson	4,006	43	685
Ferndale	22,523	202	7,335
Northville (part)[1]	112	...	...
Pleasant Ridge	3,391	7	447
Pontiac	66,626	762	31,105
Rochester	3,759	76	2,091
Royal Oak	25,087	343	14,333
Remainder of County	110,962	1,190	18,875
Oceana	14,812	221	3,070
Ogemaw	8,720	128	2,376
Ontonagon	11,359	152	2,301
Osceola	13,309	197	2,906
Oscoda	2,543	55	538
Otsego	5,827	116	1,762
Ottawa	59,660	797	18,464
Grand Haven	8,799	138	3,713
Holland	14,616	277	8,066
Zeeland	3,007	82	1,539
Remainder of County	33,238	300	5,146
Presque Isle	12,250	163	2,353
Rogers City	3,072	64	1,365
Remainder of County	9,178	99	988
Roscommon	3,668	132	1,421
Saginaw	130,468	1,536	44,023
Saginaw	82,794	1,073	35,911
Remainder of County	47,674	463	8,112
St. Clair	76,222	1,096	26,105
Marine City	3,633	76	1,422
Port Huron	32,759	533	18,109
St. Clair	3,471	69	1,518
Remainder of County	36,359	418	5,036
St. Joseph	31,749	566	10,291
Sturgis	7,214	132	3,983
Three Rivers	6,710	128	3,108
Remainder of County	17,825	306	3,200
Sanilac	30,114	439	6,822
Schoolcraft	9,524	140	2,783
Manistique	5,399	104	2,550
Remainder of County	4,125	36	233
Shiawassee	41,207	579	12,641
Durand	3,127	62	1,434
Owosso	14,424	246	8,197
Remainder of County	23,656	271	3,010
Tuscola	35,694	466	9,156
Caro	3,070	86	2,865
Remainder of County	32,624	380	6,291
Van Buren	35,111	646	10,472
South Haven	4,745	136	3,349
Remainder of County	30,366	510	7,123
Washtenaw	80,810	1,295	35,786
Ann Arbor	29,815	638	22,292
Ypsilanti	12,121	258	7,250
Remainder of County	38,874	399	6,244
Wayne	2,015,623	24,047	792,901
Dearborn	63,584	591	24,066
Detroit	1,623,452	19,844	665,565
Ecorse	13,209	168	2,259
Garden City	4,096	39	543
Grosse Pointe	6,179	66	4,226
Grosse Pointe Farms	7,217	22	430
Grosse Pointe Park	12,646	78	2,077
Hamtramck	49,839	770	17,747
Highland Park	50,810	621	30,446
Inkster	7,044	60	1,468
Lincoln Park	15,236	160	4,263
Melvindale	4,764	56	838
Northville (part)[1]	2,920	54	1,680
Plymouth	5,360	91	3,061
River Rouge	17,008	225	7,451
Trenton	5,284	60	2,038
Wayne	4,223	97	2,928
Wyandotte	30,618	355	11,034

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MICHIGAN—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Remainder of County	92,134	690 $10,781
Wexford	17,976	268 5,610
Cadillac	9,855	170 4,684
Remainder of County	8,121	98 926

[1] Northville is in Oakland and Wayne Counties.

MINNESOTA

State Total	2,792,300	40,448	$1,017,195
Aitkin	17,865	304	3,240
Anoka	22,443	243	4,263
Anoka	6,426	108	2,653
Columbia Hgts.	6,035	48	806
Remainder of County	9,982	87	804
Becker	26,562	295	5,370
Detroit Lakes	5,015	123	3,476
Remainder of County	21,547	172	1,894
Beltrami	26,107	376	7,515
Bemidji	9,427	215	5,977
Remainder of County	16,680	161	1,538
Benton	16,106	250	3,756
St. Cloud (part)[1]	2,754	89	1,576
Sauk Rapids	2,981	50	729
Remainder of County	10,371	111	1,451
Big Stone	10,447	217	3,703
Blue Earth	36,203	620	16,166
Mankato	15,654	345	12,778
Remainder of County	20,549	275	3,388
Brown	25,544	383	8,890
New Ulm	8,743	162	4,699
Sleepy Eye	2,923	79	1,662
Remainder of County	13,878	142	2,529
Carlton	24,212	335	6,361
Cloquet	7,304	121	3,264
Remainder of County	16,908	214	3,097
Carver	17,606	293	4,604
Cass	20,646	315	3,447
Chippewa	16,927	241	6,140
Montevideo	5,220	118	4,316
Remainder of County	11,707	123	1,824
Chisago	13,124	259	2,992
Clay	25,337	324	7,886
Moorhead	9,491	138	5,323
Remainder of County	15,846	186	2,563
Clearwater	11,153	152	1,963
Cook	3,030	65	835
Cottonwood	16,143	219	4,726
Windom	2,807	86	2,189
Remainder of County	13,336	133	2,537
Crow Wing	30,226	516	9,914
Brainerd	12,071	234	6,935
Crosby	2,954	70	1,204
Remainder of County	15,201	212	1,775
Dakota	39,660	541	10,935
Hastings	5,662	96	1,542
South St. Paul	11,844	187	5,861
West St. Paul	5,733	48	660
Remainder of County	16,421	210	2,872
Dodge	12,931	176	2,747
Douglas	20,369	358	6,058
Alexandria	5,051	148	3,515
Remainder of County	15,318	210	2,543
Faribault	23,941	407	7,845
Blue Earth	3,702	102	2,600
Remainder of County	20,239	305	5,245
Fillmore	25,830	468	6,143
Freeborn	31,780	426	10,784
Albert Lea	12,200	233	8,045
Remainder of County	19,580	193	2,739
Goodhue	31,564	527	10,515
Red Wing	9,962	185	5,311
Remainder of County	21,602	342	5,204
Grant	9,828	170	2,797
Hennepin	568,899	7,671	287,487
Edina	5,855	25	769
Hopkins	4,100	68	3,223
Minneapolis	492,370	6,789	269,391
Richfield	6,750	39	534
Robbinsdale	6,018	73	1,659
St. Louis Park	7,737	60	1,964
Remainder of County	46,069	617	9,947
Houston	14,735	231	3,301
Hubbard	11,085	157	2,381
Isanti	12,950	171	2,693
Itasca	32,996	450	8,469
Grand Rapids	4,875	107	3,243
Remainder of County	28,121	343	5,226
Jackson	16,805	219	4,142
Jackson	2,840	93	2,088
Remainder of County	13,965	126	2,054
Kanabec	9,651	138	2,009
Kandiyohi	26,524	386	8,271
Willmar	7,623	169	5,427
Remainder of County	18,901	217	2,844
Kittson	10,717	177	3,007
Koochiching	16,930	307	5,183
International Falls	5,626	133	3,661

MINNESOTA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Remainder of County	11,304	174 $1,522
Lac qui Parle	15,509	216 3,607
Lake	6,956	131 2,217
Two Harbors	4,046	71 1,935
Remainder of County	2,910	60 282
Lake of the Woods	5,975	127 1,440
Le Sueur	19,227	304 4,696
Lincoln	10,797	159 2,218
Lyon	21,569	357 8,330
Marshall	4,590	98 3,442
Tracy	3,085	94 2,325
Remainder of County	13,894	165 2,563
McLeod	21,380	378 6,789
Hutchinson	3,887	100 2,849
Remainder of County	17,493	278 3,940
Mahnomen	8,054	86 1,322
Marshall	18,364	247 3,437
Martin	24,656	406 8,677
Fairmont	6,988	173 5,377
Remainder of County	17,668	233 3,300
Meeker	19,277	314 4,977
Litchfield	3,920	98 2,439
Remainder of County	15,357	216 2,538
Mille Lacs	15,558	256 4,259
Morrison	27,473	480 5,668
Little Falls	6,047	173 3,139
Remainder of County	21,426	307 2,529
Mower	36,113	468 13,075
Austin	18,307	246 9,623
Remainder of County	17,806	222 3,452
Murray	15,060	200 3,322
Nicollet	18,282	194 3,497
North Mankato	3,517	35 832
St. Peter	5,870	87 1,781
Remainder of County	8,895	72 884
Nobles	21,215	297 7,823
Worthington	5,918	112 5,258
Remainder of County	15,297	185 2,565
Norman	14,746	213 3,311
Olmsted	42,658	486 17,867
Rochester	26,312	352 15,844
Remainder of County	16,346	134 2,023
Otter Tail	53,192	603 11,499
Fergus Falls	10,848	171 5,862
Remainder of County	42,344	432 5,637
Pennington	12,913	159 4,696
Thief River Falls	6,019	124 4,421
Remainder of County	6,894	35 275
Pine	21,478	332 4,173
Pipestone	13,794	248 5,422
Pipestone	4,682	132 3,767
Remainder of County	9,112	116 1,655
Polk	37,734	579 10,319
Crookston	7,161	145 3,940
East Grand Forks	3,511	85 2,432
Remainder of County	27,062	349 3,947
Pope	13,544	205 2,862
Glenwood	2,564	76 1,481
Remainder of County	10,980	129 1,381
Ramsey	309,935	4,122 172,060
North St. Paul	3,135	39 843
St. Paul	287,736	3,824 167,691
White Bear Lake	2,858	60 1,494
Remainder of County	16,206	199 2,032
Red Lake	7,413	124 1,573
Redwood	22,290	348 6,608
Redwood Falls	3,270	89 2,960
Remainder of County	19,020	259 3,648
Renville	24,625	374 6,698
Rice	32,160	429 9,240
Faribault	14,527	208 5,824
Northfield	4,533	114 2,109
Remainder of County	13,100	107 1,307
Rock	10,933	169 3,240
Luverne	3,114	93 2,381
Remainder of County	7,819	76 859
Roseau	15,103	187 3,021
St. Louis	206,917	3,103 80,255
Chisholm	7,487	117 2,553
Duluth	101,065	1,540 48,099
Ely	5,970	109 2,444
Eveleth	6,887	124 2,920
Gilbert	2,504	52 523
Hibbing	16,385	263 8,758
Virginia	12,264	218 7,487
Remainder of County	54,355	680 7,471
Scott	15,585	336 4,042
Sherburne	10,456	163 2,103
St. Cloud (part)[1]	2,185	1
Remainder of County	8,271	162 2,103
Sibley	16,625	229 3,698
Stearns	67,200	1,011 18,743
St. Cloud (part)[1]	19,234	366 10,706

MINNESOTA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Sauk Centre	3,016	87 $1,818
Remainder of County	44,950	558 6,219
Steele	19,749	251 6,977
Owatonna	8,694	142 4,891
Remainder of County	11,055	109 2,086
Stevens	11,039	144 3,455
Morris	3,214	78 2,292
Remainder of County	7,825	66 1,163
Swift	15,469	249 4,425
Benson	2,729	86 2,051
Remainder of County	12,740	163 2,374
Todd	27,438	341 5,131
Staples	2,952	82 1,390
Remainder of County	24,486	259 3,741
Traverse	8,283	126 2,239
Wabasha	17,653	321 4,582
Lake City	3,204	84 1,351
Remainder of County	14,449	237 3,231
Wadena	12,772	201 3,873
Wadena	2,916	97 2,112
Remainder of County	9,856	104 1,761
Waseca	15,186	226 4,277
Waseca	4,270	98 2,645
Remainder of County	10,916	128 1,632
Washington	26,430	418 7,423
Bayport	2,633	17 336
Stillwater	7,013	143 3,558
Remainder of County	16,784	258 3,529
Watonwan	13,902	226 4,521
St. James	3,400	82 2,328
Remainder of County	10,502	144 2,193
Wilkin	10,475	167 2,529
Breckenridge	2,745	62 1,506
Remainder of County	7,730	105 1,023
Winona	37,795	589 13,479
Winona	22,490	383 11,017
Remainder of County	15,305	206 2,462
Wright	27,550	505 6,492
Yellow Medicine	16,917	257 4,470

[1] St. Cloud is in Benton, Sherbourne and Stearns Counties.

MISSISSIPPI

State Total	2,183,796	18,032	$282,440
Adams	27,238	321	5,666
Natchez	15,296	271	5,426
Remainder of County	11,942	50	240
Alcorn	26,969	294	4,461
Corinth	7,818	182	3,796
Remainder of County	19,151	112	665
Amity	21,892	144	1,112
Attala	30,227	199	3,306
Kosciusko	4,291	116	2,779
Remainder of County	25,936	83	527
Benton	10,429	73	326
Bolivar	67,574	664	8,491
Cleveland	4,189	103	2,948
Remainder of County	63,385	561	5,543
Calhoun	20,893	142	1,408
Carroll	20,651	96	982
Chickasaw	21,427	182	1,654
Choctaw	13,548	88	830
Claiborne	12,810	113	1,404
Clarke	20,596	135	1,625
Clay	19,030	167	2,223
West Point	5,627	106	2,034
Remainder of County	13,403	61	189
Coahoma	48,333	473	8,079
Clarksdale	12,168	224	5,778
Remainder of County	36,165	249	2,301
Copiah	33,974	249	3,851
Crystal Springs	2,855	77	1,167
Hazlehurst	3,124	68	1,572
Remainder of County	27,995	104	1,112
Covington	17,030	131	1,418
De Soto	26,663	163	1,905
Forrest	34,901	400	8,970
Hattiesburg	21,026	322	8,461
Remainder of County	13,875	78	509
Franklin	12,504	102	877
George	8,704	73	1,020
Greene	9,512	70	734
Grenada	19,052	146	2,564
Grenada	5,831	102	2,249
Remainder of County	13,221	44	315
Hancock	11,328	138	1,292
Bay St. Louis	4,138	76	976
Remainder of County	7,190	62	316
Harrison	50,799	700	11,333
Biloxi	17,475	279	4,164
Gulfport	15,195	243	5,674
Pass Christian	3,338	43	420
Remainder of County	14,791	135	1,075
Hinds	107,273	968	31,978
Jackson	62,107	706	29,093
Remainder of County	45,166	262	2,885

MISSISSIPPI—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Holmes	39,710	310 $4,139
Durant	2,510	51 [illegible]
Lexington	2,930	51 1,372
Remainder of County	34,270	208 1,996
Humphreys	26,257	154 2,467
Belzoni	3,789	80 1,434
Remainder of County	22,468	74 [illegible]
Isaquena	6,433	28 [illegible]
Itawamba	19,922	142 [illegible]
Jackson	20,601	239 [illegible]
Moss Point	3,042	46 [illegible]
Pascagoula	5,900	92 1,384
Remainder of County	11,659	101 1,659
Jasper	19,484	149 1,401
Jefferson	13,969	98 1,117
Jefferson Davis	15,869	90 1,221
Jones	49,227	461 8,548
Ellisville	2,607	45 [illegible]
Laurel	20,598	303 7,454
Remainder of County	26,022	113 [illegible]
Kemper	21,867	151 1,143
Lafayette	21,257	180 2,373
Oxford	3,433	91 1,399
Remainder of County	17,824	89 974
Lamar	12,096	85 739
Lauderdale	58,247	580 12,822
Meridian	35,481	450 12,213
Remainder of County	22,766	130 617
Lawrence	13,983	119 1,141
Leake	24,570	167 2,223
Lee	38,838	360 6,080
Tupelo	8,212	166 4,811
Remainder of County	30,626	194 1,269
Leflore	53,406	442 9,723
Greenwood	14,767	220 7,567
Remainder of County	38,639	222 2,171
Lincoln	27,506	237 3,743
Brookhaven	6,232	150 3,321
Remainder of County	21,274	87 422
Lowndes	35,245	351 5,773
Columbus	13,645	213 5,917
Remainder of County	21,600	138 756
Madison	37,504	220 3,319
Canton	6,011	114 2,236
Remainder of County	31,493	106 983
Marion	24,085	208 3,253
Columbia	6,064	125 2,963
Remainder of County	18,021	83 272
Marshall	25,522	219 1,883
Monroe	37,648	289 4,545
Aberdeen	4,746	88 2,007
Amory	3,727	70 1,917
Remainder of County	29,175	131 611
Montgomery	15,703	134 1,097
Winona	2,532	61 1,259
Remainder of County	13,171	73 461
Neshoba	27,882	138 2,166
Philadelphia	3,711	78 2,175
Remainder of County	24,171	60 391
Newton	24,249	174 2,296
Noxubee	25,669	168 2,166
Oktibbeha	22,151	156 2,347
Starkville	4,900	78 2,063
Remainder of County	17,251	78 444
Panola	34,421	247 4,084
Pearl River	19,125	196 2,302
Picayune	5,129	89 1,814
Remainder of County	13,996	107 1,118
Perry	9,292	61 620
Pike	35,002	385 6,054
McComb	9,898	194 3,396
Remainder of County	25,104	191 2,658
Pontotoc	22,904	173 1,986
Prentiss	20,921	174 1,996
Quitman	27,191	202 2,545
Rankin	27,934	166 1,629
Scott	23,144	172 2,373
Sharkey	15,433	116 1,399
Simpson	22,024	165 1,726
Smith	19,403	132 967
Stone	6,155	72 943
Sunflower	61,007	431 6,040
Indianola	3,604	86 1,499
Remainder of County	57,403	345 4,541
Tallahatchie	34,166	200 2,510
Tate	19,309	170 1,643
Tippah	19,680	144 1,474
Tishomingo	16,974	123 951
Tunica	22,610	193 2,413
Union	21,867	210 2,010
New Albany	3,602	100 1,601
Remainder of County	18,265	110 407
Walthall	17,534	88 1,088
Warren	39,595	377 6,256
Vicksburg	24,460	324 7,998
Remainder of County	15,135	53 257
Washington	67,576	547 11,807
Greenville	20,892	274 6,256
Leland	3,700	60 1,261
Remainder of County	42,984	213 2,310

MISSISSIPPI—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Rayne	16,928	121	$1,334
Rolator	14,160	127	1,618
Wilkinson	15,955	166	1,954
Winona	22,751	138	2,068
Louisville	3,451	78	1,723
Remainder of County	19,300	60	345
Yalobusha	18,387	169	1,911
Water Valley	3,240	77	1,135
Remainder of County	15,147	92	776
Yazoo	40,091	287	4,543
Yazoo	7,258	131	3,485
Remainder of County	32,833	156	1,058

MISSOURI

State Total	3,784,664	53,196	$1,102,503
Adair	20,246	287	5,505
Kirksville	10,080	214	4,979
Remainder of County	10,166	73	526
Andrew	13,015	163	1,615
Atchison	12,897	163	2,752
Audrain	22,673	286	5,605
Mexico	9,053	148	4,050
Vandalia	2,672	51	894
Remainder of County	10,948	87	661
Barry	23,546	310	3,390
Monett (part)[1]	3,819	90	1,713
Remainder of County	19,727	220	1,677
Barton	14,148	201	2,153
Lamar	2,992	72	1,007
Remainder of County	11,156	129	1,146
Bates	19,531	288	3,262
Butler	2,958	81	1,884
Remainder of County	16,573	207	1,378
Benton	11,142	166	1,567
Bollinger	12,898	145	869
Boone	34,991	494	12,100
Columbia	18,399	311	10,284
Remainder of County	16,592	183	1,816
Buchanan	94,067	1,387	30,614
St. Joseph	75,711	1,135	28,950
Remainder of County	18,356	252	1,664
Butler	34,276	378	5,997
Poplar Bluff	11,163	209	5,069
Remainder of County	23,113	169	928
Caldwell	11,629	183	2,242
Callaway	23,094	258	3,721
Fulton	8,297	119	2,707
Remainder of County	14,797	139	1,014
Camden	8,971	143	820
Cape Girardeau	37,775	496	11,438
Cape Girardeau	19,426	303	8,950
Jackson	3,113	64	1,495
Remainder of County	15,236	129	993
Carroll	17,814	246	3,245
Carrollton	4,070	100	1,986
Remainder of County	13,744	146	1,259
Carter	6,226	75	600
Cass	19,534	326	3,852
Cedar	11,697	173	1,409
Chariton	18,084	248	2,718
Christian	13,538	164	1,338
Clark	10,166	161	1,613
Clay	30,417	577	10,505
Excelsior Springs	4,864	123	2,171
Liberty	3,598	107	1,837
North Kansas City	2,688	73	4,312
Remainder of County	19,267	274	2,185
Clinton	13,261	220	3,206
Cameron (part)[2]	3,512	89	1,657
Remainder of County	9,749	131	1,549
Cole	34,912	412	10,965
Jefferson	24,268	306	10,238
Remainder of County	10,644	106	727
Cooper	18,075	236	3,851
Boonville	6,089	118	3,003
Remainder of County	11,986	118	848
Crawford	12,693	167	1,876
Sullivan (part)[3]	181	...	...
Remainder of County	12,512	167	1,876
Dade	11,248	145	1,282
Dallas	11,523	142	999
Daviess	13,398	170	1,726
DeKalb	9,751	159	1,338
Cameron (part)[2]	103	1	1,338
Remainder of County	9,648	158	
Dent	11,763	212	2,054
Douglas	15,600	152	1,275
Dunklin	44,957	486	8,164
Kennett	6,335	117	3,653
Malden	2,673	69	1,559
Remainder of County	35,949	300	2,952
Franklin	33,868	580	7,590
Sullivan (part)[3]	2,336	67	869
Washington	6,756	121	2,438
Remainder of County	24,776	392	4,283

MISSOURI—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Gasconade	12,414	202	$2,315
Gentry	13,359	172	2,206
Greene	90,541	1,475	28,856
Springfield	61,238	1,088	25,998
Remainder of County	29,303	387	2,858
Grundy	15,716	219	3,335
Trenton	7,046	139	2,794
Remainder of County	8,670	80	541
Harrison	16,525	216	3,122
Bethany	2,682	77	1,678
Remainder of County	13,843	139	1,444
Henry	22,313	369	4,619
Clinton	6,041	138	2,857
Remainder of County	16,272	231	1,762
Hickory	6,506	85	455
Holt	12,476	172	2,028
Howard	13,026	159	2,160
Fayette	2,608	52	1,003
Remainder of County	10,418	107	1,157
Howell	22,270	276	3,849
West Plains	4,026	106	2,443
Remainder of County	18,244	170	1,406
Iron	10,440	105	1,230
Jackson	477,828	6,673	242,411
Independence	16,066	283	8,277
Kansas City	399,178	5,535	224,986
Remainder of County	62,584	855	9,198
Jasper	78,705	1,290	26,339
Carthage	10,585	241	4,617
Joplin (part)[4]	36,215	652	18,098
Webb City	7,033	94	1,424
Remainder of County	24,872	303	2,200
Jefferson	32,023	400	6,365
Crystal City	3,417	41	835
De Soto	5,121	96	1,582
Festus	4,620	68	1,902
Remainder of County	18,865	195	2,046
Johnson	21,617	315	4,139
Warrensburg	5,868	150	2,743
Remainder of County	15,749	165	1,396
Knox	8,878	126	1,193
Laclede	18,718	262	3,090
Lebanon	5,025	131	2,591
Remainder of County	13,693	131	499
Lafayette	27,856	435	5,849
Higginsville	3,533	79	1,500
Lexington	5,341	108	2,031
Remainder of County	18,982	248	2,318
Lawrence	24,637	349	3,723
Aurora	4,056	86	1,393
Monett (part)[1]	576	6	51
Remainder of County	20,005	257	2,279
Lewis	11,490	202	1,886
Lincoln	14,395	194	2,674
Linn	21,416	339	4,711
Brookfield	6,174	127	2,402
Marceline	3,206	71	1,012
Remainder of County	12,036	141	1,297
Livingston	18,000	252	4,382
Chillicothe	8,012	172	3,801
Remainder of County	9,988	80	581
McDonald	15,749	189	2,106
Macon	21,396	319	4,744
Macon	4,206	116	2,785
Remainder of County	17,190	203	1,959
Madison	9,656	133	1,600
Fredericktown	3,414	75	1,350
Remainder of County	6,242	58	250
Maries	8,638	72	385
Marion	31,576	495	9,280
Hannibal	20,865	367	7,580
Remainder of County	10,711	128	1,700
Mercer	8,766	96	1,253
Miller	14,798	204	2,319
Eldon	2,590	72	1,399
Remainder of County	12,208	132	920
Mississippi	23,149	267	3,754
Charleston	5,182	122	2,368
Remainder of County	17,967	145	1,386
Moniteau	11,775	173	2,179
Monroe	13,195	171	2,493
Montgomery	12,442	201	1,991
Morgan	11,140	153	1,868
New Madrid	39,787	402	5,272
Newton	29,039	378	4,397
Joplin (part)[4]	929	11	29
Neosho	5,318	146	2,836
Remainder of County	22,792	221	1,532
Nodaway	25,556	331	5,715
Maryville	5,700	136	3,701
Remainder of County	19,856	195	2,014
Oregon	13,390	142	1,422
Osage	12,375	137	1,079
Ozark	10,766	96	535
Pemiscot	46,857	464	7,537
Caruthersville	6,612	134	3,149
Remainder of County	40,245	330	4,388
Perry	15,358	193	2,661
Perryville	3,907	89	1,969

MISSOURI—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Remainder of County	11,451	104	$692
Pettis	33,336	459	8,623
Sedalia	20,428	337	7,804
Remainder of County	12,908	122	819
Phelps	17,437	283	3,825
Rolla	5,141	122	2,509
Remainder of County	12,296	161	1,316
Pike	18,327	284	3,730
Louisiana	4,669	94	1,598
Remainder of County	13,658	190	2,132
Platte	13,862	201	2,342
Polk	17,400	259	2,614
Bolivar	2,636	88	1,545
Remainder of County	14,764	171	1,069
Pulaski	10,775	196	1,692
Putnam	11,327	141	1,264
Ralls	10,040	100	947
Randolph	24,458	366	6,010
Moberly	12,920	220	4,895
Remainder of County	11,538	146	1,115
Ray	18,584	273	2,779
Richmond	4,240	115	1,798
Remainder of County	14,344	158	981
Reynolds	9,370	99	619
Ripley	12,606	129	1,322
St. Charles	25,562	383	6,132
St. Charles	10,803	192	3,939
Remainder of County	14,759	191	2,193
St. Clair	13,146	179	1,325
St. Francois	35,950	467	8,341
Bonne Terre	3,730	71	1,388
Farmington	3,738	92	2,144
Remainder of County	28,482	304	4,809
St. Louis	274,230	3,094	65,619
Berkeley	2,577	20	104
Brentwood	4,383	67	1,069
Clayton	13,069	123	7,462
Ferguson	5,724	57	1,338
Kirkwood	12,132	135	3,084
Ladue	3,981	19	482
Maplewood	12,875	235	8,433
Overland	2,934	65	1,487
Richmond Heights	12,802	87	1,857
University City	33,023	234	6,249
Webster Groves	18,394	157	6,091
Remainder of County	152,336	1,895	27,963
St. Louis (city)	816,048	13,161	353,860
Ste. Genevieve	10,905	130	1,766
Ste. Genevieve	2,787	65	1,220
Remainder of County	8,118	65	546
Saline	29,416	371	5,898
Marshall	8,533	161	3,619
Slater	3,070	49	914
Remainder of County	17,813	161	1,365
Schuyler	6,627	120	1,138
Scotland	8,557	115	1,470
Scott	30,377	408	5,912
Chaffee	3,049	41	509
Sikeston	7,944	181	4,003
Remainder of County	19,384	186	1,400
Shannon	11,831	109	933
Shelby	11,224	194	2,240
Stoddard	33,009	297	3,629
Dexter	3,108	81	1,718
Remainder of County	29,901	216	1,911
Stone	11,298	139	1,041
Sullivan	13,701	181	1,451
Taney	10,323	186	1,185
Texas	19,813	249	2,682
Vernon	25,586	351	4,669
Nevada	8,161	207	3,727
Remainder of County	17,425	144	942
Warren	7,734	115	1,200
Washington	17,492	164	1,680
Wayne	12,794	149	1,429
Webster	17,226	230	2,630
Worth	6,345	80	1,051
Wright	17,967	232	2,722

[1] Monett is in Barry and Lawrence Counties.
[2] Cameron is in Clinton and DeKalb Counties.
[3] Sullivan is in Crawford and Franklin Counties.
[4] Joplin is in Jasper and Newton Counties.

MONTANA

*State Total	559,456	8,481	$222,008
Beaverhead	6,943	152	3,599
Dillon	3,014	90	3,107
Remainder of County	3,929	62	492
Big Horn	10,419	130	2,856
Blaine	9,566	148	3,583
Broadwater	3,451	50	1,160
Carbon	11,865	184	2,632
Red Lodge	2,950	70	1,329
Remainder of County	8,915	114	1,303
Carter	3,280	43	395
Cascade	41,999	585	22,417
Great Falls	29,928	450	20,422
Remainder of County	12,071	135	1,995
Chouteau	7,316	93	1,872

MONTANA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Custer	10,422	138	$4,539
Miles City	7,313	122	4,457
Remainder of County	3,109	16	82
Daniels	4,563	81	1,325
Dawson	8,618	122	2,965
Glendive	4,524	78	2,561
Remainder of County	4,094	44	404
Deer Lodge	13,627	187	5,340
Anaconda	11,004	167	5,091
Remainder of County	2,623	20	249
Fallon	3,719	60	1,042
Fergus	14,040	229	5,131
Lewiston	5,874	127	4,336
Remainder of County	8,166	102	795
Flathead	24,271	333	9,718
Kalispell	8,245	179	7,203
Whitefish	2,602	56	1,224
Remainder of County	13,424	98	1,291
Gallatin	18,269	319	9,214
Bozeman	8,665	167	7,019
Remainder of County	9,604	152	2,195
Garfield	2,641	37	349
Glacier	9,034	128	3,885
Golden Valley	1,607	26	199
Granite	3,401	74	1,280
Hill	13,304	214	5,914
Havre	6,427	143	5,211
Remainder of County	6,877	71	703
Jefferson	4,664	84	1,208
Judith Basin	3,655	63	915
Lake	13,490	185	3,280
Lewis and Clark	22,131	331	11,505
Helena	15,056	256	10,441
Remainder of County	7,075	75	1,064
Liberty	2,209	34	625
Lincoln	7,882	121	1,931
McCone	3,798	38	475
Madison	7,294	120	1,631
Meagher	2,237	53	846
Mineral	2,135	52	460
Missoula	29,038	423	15,334
Missoula	18,449	356	14,475
Remainder of County	10,589	67	859
Musselshell	5,717	104	1,882
Roundup	2,644	73	1,579
Remainder of County	3,073	31	303
Park	11,566	212	4,762
Livingston	6,642	147	3,946
Remainder of County	4,924	65	816
Petroleum	1,083	19	218
Phillips	7,892	114	2,415
Pondera	6,716	114	2,508
Powder River	3,159	28	427
Powell	6,152	102	2,104
Deer Lodge	3,278	56	1,730
Remainder of County	2,874	46	374
Prairie	2,410	40	622
Ravalli	12,978	164	3,487
Richland	10,209	125	3,181
Sidney	2,978	66	2,385
Remainder of County	7,231	59	796
Roosevelt	9,806	157	3,298
Rosebud	6,477	108	1,896
Sanders	6,926	102	1,447
Sheridan	7,814	105	1,613
Silver Bow	53,207	798	27,212
Butte	37,081	647	25,080
Remainder of County	16,126	151	2,132
Stillwater	5,694	95	1,529
Sweet Grass	3,719	54	1,109
Teton	6,922	111	2,110
Toole	6,769	147	2,956
Shelby	2,538	69	2,079
Remainder of County	4,231	78	877
Treasure	1,499	27	373
Valley	15,181	276	6,243
Glasgow	3,799	97	3,436
Remainder of County	11,382	179	2,807
Wheatland	3,286	72	1,354
Wibaux	2,161	30	355
Yellowstone	41,182	540	21,282
Billings	23,261	389	18,576
Laurel	2,754	56	1,534
Remainder of County	15,167	95	1,172
Yellowstone Nat. Park (part)	43	...	...

NEBRASKA

State Total	1,315,834	19,330	$397,196
Adams	24,576	344	8,012
Hastings	15,145	280	7,277
Remainder of County	9,431	64	735
Antelope	13,289	197	2,626
Arthur	1,045	16	83
Banner	1,403	9	52
Blaine	1,538	24	217
Boone	12,127	172	2,443
Box Butte	10,736	170	4,452
Alliance	6,253	121	3,967
Remainder of County	4,483	49	485

NEBRASKA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Boyd	6,060	114	$1,328
Brown	5,962	92	1,603
Buffalo	23,655	403	7,422
Kearney	9,643	205	5,261
Remainder of County	14,012	198	2,161
Burt	12,546	179	3,039
Butler	13,106	235	2,021
Cass	16,992	252	2,911
Plattsmouth	4,268	78	1,322
Remainder of County	12,724	174	1,589
Cedar	15,126	197	3,020
Chase	5,310	93	1,792
Cherry	9,637	160	2,523
Cheyenne	9,505	166	3,483
Sidney	3,388	96	2,657
Remainder of County	6,117	70	826
Clay	10,445	188	1,632
Colfax	10,627	194	2,777
Schuyler	2,808	81	1,528
Remainder of County	7,819	113	1,249
Cuming	13,562	174	3,442
West Point	2,510	68	1,709
Remainder of County	11,052	106	1,733
Custer	22,591	370	5,233
Broken Bow	2,968	98	2,664
Remainder of County	19,623	272	2,569
Dakota	9,836	119	1,674
South Sioux City	4,556	59	1,043
Remainder of County	5,280	60	631
Dawes	10,128	176	3,583
Chadron	4,262	95	2,425
Remainder of County	5,866	81	1,158
Dawson	17,890	289	6,653
Lexington	3,688	91	2,917
Remainder of County	14,202	198	3,736
Deuel	3,580	66	1,200
Dixon	10,413	150	1,885
Dodge	23,799	445	8,931
Fremont	11,862	233	6,769
Remainder of County	11,937	212	2,162
Douglas	247,562	3,235	108,341
Omaha	223,844	3,024	105,453
Remainder of County	23,718	211	2,888
Dundy	5,122	72	1,125
Fillmore	11,417	153	2,071
Franklin	7,740	134	1,436
Frontier	6,417	98	1,086
Furnas	10,098	211	2,421
Gage	29,588	447	7,753
Beatrice	10,883	246	5,575
Remainder of County	18,705	201	2,178
Garden	4,680	79	810
Garfield	3,444	60	763
Gosper	3,687	28	499
Grant	1,327	31	568
Greeley	6,845	98	1,142
Hall	27,523	429	10,881
Grand Island	19,130	339	10,026
Remainder of County	8,393	90	855
Hamilton	9,982	128	1,718
Harlan	7,130	116	1,202
Hayes	2,958	16	179
Hitchcock	6,404	104	1,320
Holt	16,552	257	3,482
Hooker	1,253	25	817
Howard	8,422	139	1,326
Jefferson	15,532	242	4,168
Fairbury	6,304	146	3,252
Remainder of County	9,228	96	916
Johnson	8,662	140	1,562
Kearney	6,854	98	1,173
Keith	8,333	142	3,462
Keya Paha	3,235	31	256
Kimball	3,913	73	1,289
Knox	16,478	242	2,890
Lancaster	100,585	1,235	41,006
Lincoln	81,984	1,054	39,142
Remainder of County	18,601	181	1,864
Lincoln	25,425	363	9,435
North Platte	12,429	219	7,891
Remainder of County	12,996	144	1,544
Logan	1,742	29	317
Loup	1,777	25	157
McPherson	1,175	6	87
Madison	24,269	436	8,041
Norfolk	10,490	216	6,026
Remainder of County	13,779	220	2,015
Merrick	9,354	188	2,140
Morrill	9,436	145	2,206
Nance	7,653	96	1,318
Nemaha	12,781	185	2,853
Auburn	3,639	103	2,064
Remainder of County	9,142	82	789
Nuckolls	10,446	147	2,130
Superior	2,650	68	1,316
Remainder of County	7,796	79	814
Otoe	18,994	354	4,927
Nebraska City	7,339	181	3,416
Remainder of County	11,655	173	1,511
Pawnee	8,514	121	1,504
Perkins	5,197	87	1,618

NEBRASKA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Phelps	8,452	146	$2,850
Holdrege	3,360	103	2,267
Remainder of County	5,092	43	583
Pierce	10,211	155	2,098
Platte	20,191	283	5,503
Columbus	7,632	167	4,378
Remainder of County	12,559	116	1,125
Polk	8,748	121	1,389
Red Willow	11,951	224	4,951
McCook	6,212	156	4,301
Remainder of County	5,739	68	650
Richardson	19,178	274	5,197
Falls City	6,146	126	3,717
Remainder of County	13,032	148	1,480
Rock	3,977	64	912
Saline	15,010	255	3,421
Crete	3,038	82	1,348
Remainder of County	11,972	173	2,073
Sarpy	10,835	101	1,365
Saunders	17,892	291	4,053
Wahoo	2,648	79	1,852
Remainder of County	15,244	212	2,201
Scotts Bluff	33,917	452	14,278
Gering	3,104	48	1,275
Scottsbluff	12,057	206	8,841
Remainder of County	18,756	198	4,262
Seward	14,167	258	2,802
Seward	2,826	93	1,573
Remainder of County	11,341	165	1,229
Sheridan	9,869	176	3,606
Sherman	7,764	106	1,125
Sioux	4,001	33	291
Stanton	6,887	70	908
Thayer	12,262	196	2,749
Thomas	1,553	39	330
Thurston	10,243	120	1,720
Valley	8,163	105	1,619
Washington	11,578	136	2,173
Blair	3,289	72	1,376
Remainder of County	8,289	64	797
Wayne	9,880	131	2,289
Webster	8,071	115	1,766
Wheeler	2,170	26	165
York	14,874	214	4,120
York	5,383	120	3,181
Remainder of County	9,491	94	939

NEVADA

State Total	110,247	2,045	$61,828
Churchill	5,317	74	2,514
Clark	16,414	304	9,457
Las Vegas	8,422	188	7,571
Remainder of County	7,992	116	1,886
Douglas	2,056	45	920
Elko	10,912	243	5,209
Elko	4,094	106	3,533
Remainder of County	6,818	137	1,676
Esmeralda	1,554	39	878
Eureka	1,361	30	318
Humboldt	4,743	98	2,611
Lander	1,745	46	753
Lincoln	4,130	67	1,231
Lyon	4,076	78	1,113
Mineral	2,342	44	763
Nye	3,606	103	1,967
Ormsby	3,209	59	1,492
Pershing	2,713	49	1,035
Storey	1,216	27	398
Washoe	32,476	592	25,214
Reno	21,317	456	22,873
Sparks	5,318	67	1,588
Remainder of County	5,841	69	753
White Pine	12,377	147	5,955
Ely	4,140	74	4,106
Remainder of County	8,237	73	1,849

NEW HAMPSHIRE

State Total	491,524	7,435	$183,100
Belknap	24,328	379	9,448
Laconia	13,484	226	6,749
Remainder of County	10,844	153	2,699
Carroll	15,589	357	5,338
Cheshire	34,953	455	11,654
Keene	13,832	218	8,160
Remainder of County	21,121	237	3,494
Coos	39,274	562	12,469
Berlin	19,084	242	6,228
Remainder of County	20,190	320	6,241
Grafton	44,645	716	17,706
Lebanon	7,590	113	4,360
Littleton	4,571	81	2,588
Remainder of County	32,484	522	10,758
Hillsborough	144,888	2,091	56,385
Manchester	77,685	1,160	33,734
Milford	3,927	72	1,655
Nashua	32,927	457	14,483
Remainder of County	30,349	402	6,513
Merrimack	60,710	829	21,627
Concord	27,171	324	13,646

NEW HAMPSHIRE—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Franklin	6,749	118	$2,934
Remainder of County	26,790	387	5,047
Rockingham	58,142	1,070	22,250
Derry	5,400	117	2,585
Exeter	5,398	101	2,788
Portsmouth	14,821	289	10,328
Remainder of County	32,523	563	6,549
Strafford	43,553	661	17,226
Dover	14,990	221	7,990
Rochester	12,012	177	5,467
Somersworth	6,136	115	1,511
Remainder of County	10,415	148	2,258
Sullivan	25,442	315	8,997
Claremont	12,144	170	5,832
Newport	5,304	86	2,343
Remainder of County	7,994	59	822

NEW JERSEY

State Total	4,160,165	68,851	$1,580,401
Atlantic	124,066	3,023	60,214
Atlantic City	64,094	1,825	44,568
Egg Harbor Cty	3,589	109	1,308
Hammonton	7,668	149	2,457
Margate City	3,266	45	809
Northfield	2,848	23	151
Pleasantville	11,050	188	3,680
Ventnor City	7,905	83	2,022
Remainder of County	23,646	601	5,219
Bergen	409,646	5,541	129,158
Bergenfield	10,275	147	3,460
Bogota	7,346	79	1,344
Carlstadt	5,644	77	1,361
Cliffside Park	16,892	241	3,921
Closter	2,603	44	1,327
Dumont	7,556	73	1,477
East Paterson	4,937	54	1,041
East Rutherford	7,268	141	1,657
Edgewater	4,028	56	970
Englewood	18,966	309	11,206
Fair Lawn	9,017	81	1,272
Fairview	8,770	167	1,701
Fort Lee	9,468	159	2,000
Garfield	28,044	455	5,558
Glen Rock	5,177	46	1,489
Hackensack	26,279	611	27,684
Hasbrouck Heights	6,716	58	1,429
Hillsdale	3,438	38	766
Leonia	5,763	53	1,130
Little Ferry	4,545	62	1,104
Lodi	11,552	135	1,720
Lynhurst (twp.)	17,454	208	2,971
Maywood	4,052	27	405
Midland Park	4,525	58	1,161
New Milford	3,215	33	296
North Arlington	9,904	101	1,791
Oradell	2,802	34	877
Palisades Park	8,141	138	2,852
Paramus	3,688	94	1,336
Park Ridge	2,519	43	736
Ramsey	3,566	65	1,188
Ridgefield	5,271	54	1,572
Ridgefield Park	11,277	136	3,066
Ridgewood	14,948	158	6,550
Rutherford	15,466	173	6,354
Teaneck (twp.)	25,275	202	6,233
Tenafly	7,413	77	2,240
Wallington	8,981	142	1,466
Westwood	5,388	104	3,755
Wood-Ridge	5,739	61	923
Remainder of County	45,738	547	9,769
Burlington	97,013	1,497	26,000
Beverly	2,691	47	893
Bordentown	4,223	91	1,693
Burlington	10,905	244	4,257
Palmyra	5,178	59	1,239
Remainder of County	74,016	1,056	17,918
Camden	255,727	3,738	83,534
Audubon	8,906	75	1,263
Camden	117,536	2,116	49,282
Clementon	2,866	61	869
Collingswood	12,685	145	4,932
Gloucester City	13,692	185	3,437
Haddonfield	9,742	108	2,990
Haddon Heights	5,555	43	1,957
Lindenwold	2,552	33	336
Merchantville	3,679	61	2,345
Oaklyn	3,869	52	2,294
Pennsauken (twp.)	17,745	160	3,922
Runnemede	2,835	35	339
Wood-Lynne	2,861	22	1,099
Remainder of County	51,204	642	8,469
Cape May	28,919	1,172	16,715
Ocean City	4,672	243	4,499
Wildwood	5,150	268	4,852
Remainder of County	19,097	661	7,364
Cumberland	73,184	1,136	27,634
Bridgeton	15,992	304	9,577
Millville	14,806	232	5,160
Vineland	7,914	240	9,740
Remainder of County	34,472	360	3,157
Essex	837,340	13,140	385,212
Belleville	28,167	338	5,203
Bloomfield	41,623	558	13,564
Caldwell	4,932	95	2,753
East Orange	68,945	927	27,542
Glen Ridge	7,331	12	423
Irvington	55,328	826	19,893

NEW JERSEY—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Maplewood (twp.)	23,139	218	$5,396
Montclair	39,807	518	20,954
Newark	429,760	7,986	249,372
Nutley	21,954	233	5,235
Orange	35,717	629	13,756
South Orange	13,742	139	6,665
Verona	8,957	90	2,126
West Caldwell	3,458	28	986
West Orange	25,662	265	6,925
Remainder of County	28,818	278	5,584
Gloucester	72,219	1,036	17,255
Glassboro	4,925	101	1,614
Paulsboro	7,011	116	1,926
Pitman	5,507	82	1,861
Westville	3,585	41	547
Woodbury	8,306	144	4,807
Remainder of County	42,885	552	6,460
Hudson	652,040	11,030	214,363
Bayonne	79,198	1,290	22,374
Guttenberg	6,200	164	1,815
Harrison	14,171	275	3,635
Hoboken	50,115	1,120	19,587
Jersey City	301,173	4,775	96,257
Kearny	39,467	456	8,909
North Bergen (twp.)	39,714	522	9,537
Secaucus	9,754	122	1,395
Union City	56,173	1,401	30,359
Weehawken (twp.)	14,363	112	2,893
West New York	39,439	755	15,971
Remainder of County	2,273	38	1,650
Hunterdon	36,766	659	11,297
Flemington	2,617	68	3,045
Lambertville	4,447	103	1,301
Remainder of County	29,702	488	6,951
Mercer	197,318	3,325	84,258
Hightstown	3,486	79	2,447
Princeton	7,719	166	5,935
Trenton	124,697	2,342	65,377
Remainder of County	61,416	738	10,389
Middlesex	217,077	3,680	76,916
Carteret	11,976	184	2,854
Dunellen	5,360	84	1,698
Highland Park	9,002	72	1,485
Metuchen	6,557	99	2,374
Middlesex	3,763	41	469
Milltown	3,515	41	703
New Brunswick	33,180	823	24,190
Perth Amboy	41,242	966	22,307
Sayreville	8,186	101	1,154
South Amboy	7,802	116	1,901
South Plainfield	5,379	59	643
South River	10,714	216	3,528
Woodbridge (twp.)	27,191	369	4,832
Remainder of County	43,210	509	8,880
Monmouth	161,238	3,146	72,006
Asbury Park	14,617	532	17,100
Belmar	3,435	116	2,926
Bradley Beach	3,468	83	1,356
Freehold	6,952	146	4,912
Keansburg	2,904	89	1,247
Keyport	5,147	118	2,319
Long Branch	17,408	368	7,641
Matawan	2,758	93	1,536
Neptune (twp.)	10,207	133	2,616
Oceanport	3,159	16	149
Red Bank	10,974	315	10,997
Rumson	2,926	29	409
Remainder of County	77,283	1,108	18,798
Morris	125,732	2,025	43,400
Boonton	6,739	127	3,186
Butler	3,351	72	1,208
Chatham	4,888	67	1,705
Dover	10,491	247	7,287
Madison	7,944	112	2,849
Morristown	15,270	400	14,005
Rockaway	3,514	60	1,299
Wharton	3,854	52	554
Remainder of County	69,681	888	11,347
Ocean	37,706	1,063	18,990
Passaic	309,353	5,462	130,621
Bloomingdale	2,606	45	824
Clifton	48,827	598	12,618
Haledon	5,303	71	1,445
Hawthorne	12,610	161	2,685
North Haledon	2,761	39	877
Passaic	61,394	1,383	34,011
Paterson	139,656	2,596	68,887
Pompton Lakes	3,189	74	2,514
Prospect Park	5,714	74	669
Totowa	5,130	39	651
Wanaque	3,143	15	356
West Paterson	3,306	33	290
Remainder of County	15,714	334	4,894
Salem	42,274	650	13,906
Penns Grove	6,488	124	2,752
Salem	8,618	198	4,238
Remainder of County	27,168	328	6,915
Somerset	74,390	1,110	22,551
Bernardsville	3,405	57	1,977
Bound Brook	7,616	173	3,610
Manville	6,065	94	970
North Plainfield	10,586	98	1,703
Raritan	4,839	92	884

NEW JERSEY—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Somerville	8,720	200	$6,761
Remainder of County	33,159	396	6,641
	29,632	626	12,223
Franklin	4,009	76	1,577
Newton	5,533	129	3,841
Remainder of County	20,090	421	6,805
	328,344	4,880	118,911
Cranford (twp.)	12,860	129	3,428
Elizabeth	109,912	1,917	44,963
Garwood	3,622	46	896
Hillside (twp.)	18,556	237	3,816
Linden	24,115	401	6,492
Plainfield	37,469	644	24,549
Rahway	17,498	283	6,235
Roselle	13,597	126	2,104
Roselle Park	9,661	98	1,925
Summit	16,165	202	7,073
Union (twp.)	24,730	316	6,128
Westfield	18,458	163	6,415
Remainder of County	21,701	318	4,887
Warren	50,181	912	15,318
Hackettstown	3,289	93	2,628
Phillipsburg	18,314	273	4,802
Washington	4,643	130	3,260
Remainder of County	23,935	416	4,628

NEW MEXICO

State Total	531,818	6,617	$125,765
Bernalillo	69,391	942	25,333
Albuquerque	35,449	604	23,332
Remainder of County	33,942	338	2,001
Carlsbad	4,881	81	362
Chaves	23,980	359	8,551
Roswell	13,482	254	7,664
Remainder of County	10,498	105	887
Colfax	18,718	290	4,935
Raton	7,607	150	3,514
Remainder of County	11,111	140	1,421
Curry	18,159	303	8,374
Clovis	10,045	213	7,436
Remainder of County	8,094	90	938
De Baca	3,725	62	748
Dona Ana	30,411	331	5,177
Las Cruces	8,385	155	3,642
Remainder of County	22,026	176	1,535
Eddy	24,311	289	8,106
Artesia	4,071	91	2,679
Carlsbad	7,116	125	4,662
Remainder of County	13,124	73	765
Grant	20,050	214	4,904
Silver City	5,044	94	2,841
Remainder of County	15,006	120	2,063
Guadalupe	8,646	121	1,469
Harding	4,374	52	670
Hidalgo	4,821	97	1,685
Lordsburg	3,101	64	1,509
Remainder of County	1,720	33	176
Lea	21,154	307	8,317
Hobbs	10,619	151	5,896
Remainder of County	10,535	156	2,421
Lincoln	8,557	155	1,413
Luna	6,457	126	2,223
Deming	3,608	95	2,087
Remainder of County	2,849	31	136
McKinley	23,641	255	6,548
Gallup	7,041	168	5,144
Remainder of County	16,600	87	1,404
Mora	10,981	92	593
Otero	10,522	175	2,295
Alamogordo	3,950	83	1,433
Remainder of County	6,572	92	862
Quay	12,111	196	3,504
Tucumcari	6,194	111	2,792
Remainder of County	5,917	85	712
Rio Arriba	25,352	179	1,744
Roosevelt	14,549	161	3,010
Portales	5,104	108	2,500
Remainder of County	9,445	53	510
Sandoval	13,898	120	864
San Juan	17,115	137	2,066
San Miguel	27,910	284	4,315
Las Vegas (city)	5,941	98	2,876
Las Vegas (town)	6,421	70	698
Remainder of County	15,548	116	741
Santa Fe	30,826	311	8,628
Santa Fe	20,325	231	8,021
Remainder of County	10,501	80	607
Sierra	6,962	135	1,144
Socorro	11,422	142	1,458
Socorro	3,712	55	842
Remainder of County	7,710	87	616
Taos	18,528	204	1,725
Torrance	11,026	142	1,248
Union	9,095	151	1,990
Clayton	3,188	88	1,706
Remainder of County	5,907	63	284
Valencia	20,245	204	2,366

NEW YORK

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
State Total	13,479,142	209,425	$5,578,159
Albany	221,315	3,824	116,292
Albany	130,577	2,449	75,819
Cohoes	21,955	319	5,174
Green Island	3,988	41	717
Watervliet	16,114	260	3,958
Remainder of County	48,681	755	30,624
Allegany	39,681	584	11,370
Wellsville	5,942	118	4,285
Remainder of County	33,739	466	7,085
Bronx	1,394,711	17,088	348,870
Bronx Borough (Co-extensive with Bronx County)	1,394,711	17,088	348,870
Broome	165,749	2,201	64,804
Binghamton	78,309	1,156	42,471
Endicott	17,702	318	9,783
Johnson City	18,039	245	5,744
Remainder of County	51,699	482	6,806
Cattaraugus	72,652	1,058	27,147
Gowanda (part)[1]	2,206	54	1,433
Olean	21,506	349	13,484
Salamanca	9,011	148	4,026
Remainder of County	39,929	507	8,204
Cayuga	65,508	1,058	23,491
Auburn	35,753	642	17,156
Remainder of County	29,755	416	6,335
Chautauqua	123,580	1,847	42,479
Dunkirk	17,713	305	6,820
Falconer	3,222	48	863
Fredonia	5,738	104	2,593
Jamestown	42,638	680	21,019
Silver Creek	3,067	70	1,398
Westfield	3,434	73	1,974
Remainder of County	47,768	567	7,812
Chemung	73,718	1,211	32,250
Elmira	45,106	843	26,890
Elmira Heights	4,829	63	905
Remainder of County	23,783	305	4,455
Chenango	36,454	678	14,106
Norwich	8,694	180	5,538
Remainder of County	27,760	498	8,568
Clinton	54,006	715	15,515
Dannemora	4,830	27	457
Plattsburgh	16,351	281	9,820
Remainder of County	32,825	407	5,238
Columbia	41,464	874	13,998
Hudson	11,517	320	6,731
Remainder of County	29,947	554	7,267
Cortland	33,668	574	14,665
Cortland	15,881	328	10,082
Homer	2,928	56	1,540
Remainder of County	14,859	190	3,043
Delaware	40,989	773	15,531
Sidney	3,012	71	2,211
Walton	3,697	85	2,400
Remainder of County	34,280	617	10,920
Dutchess	120,542	1,863	49,953
Beacon	12,572	213	4,707
Poughkeepsie	40,478	749	28,283
Wappingers Falls	3,427	75	821
Remainder of County	64,065	826	16,142
Erie	798,377	11,523	304,049
Buffalo	575,901	8,459	250,311
Depew	6,084	93	1,172
East Aurora	5,253	99	3,332
Gowanda (part)[1]	950	33	776
Hamburg	5,467	104	3,874
Kenmore	18,612	203	7,854
Lackawanna	24,058	389	5,305
Lancaster	7,236	137	2,788
Sloan	3,836	37	266
Springville	2,849	75	1,458
Tonawanda	13,008	211	4,707
Williamsville	3,614	82	2,203
Remainder of County	131,509	1,601	20,003
Essex	34,178	632	11,686
Lake Placid	3,136	80	2,358
Saranac Lake (part)[2]	1,866	10	380
Ticonderoga	3,402	68	1,996
Remainder of County	25,774	474	6,952
Franklin	44,286	825	15,437
Malone	8,743	203	5,344
Saranac Lake (part)[2]	5,272	137	3,985
Tupper Lake	5,451	102	2,105
Remainder of County	24,820	383	4,003
Fulton	48,597	767	18,894
Dolgeville (part)[3]	158	...	...
Gloversville	23,329	369	12,168
Johnstown	10,666	187	4,461
Remainder of County	14,444	211	2,265
Genesee	44,481	613	15,848
Batavia	17,267	282	10,213
Le Roy	4,413	92	1,901
Remainder of County	22,801	239	3,734

NEW YORK—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Greene	27,926	676	$9,467
Catskill	5,429	155	3,730
Remainder of County	22,497	521	5,737
Hamilton	4,188	170	1,397
Herkimer	59,527	1,032	19,112
Dolgeville (part)[3]	3,037	69	1,131
Frankfort	3,859	75	703
Herkimer	9,617	173	5,590
Ilion	8,927	153	3,186
Little Falls	10,163	200	4,535
Mohawk	2,882	41	516
Remainder of County	21,042	321	3,451
Jefferson	84,003	1,493	32,022
Carthage	4,207	108	2,774
Watertown	33,385	620	18,887
Remainder of County	46,411	765	10,361
Kings	2,698,285	38,748	769,057
Brooklyn Borough (Co-extensive with Kings County)	2,698,285	38,748	769,057
Lewis	22,815	365	5,517
Lowville	3,578	98	2,530
Remainder of County	19,237	267	2,987
Livingston	38,510	650	11,012
Dansville	4,976	113	2,572
Mount Morris	3,530	85	1,272
Remainder of County	30,004	452	7,168
Madison	39,598	704	14,627
Canastota	4,150	79	1,200
Oneida	10,291	198	6,177
Remainder of County	25,157	427	7,250
Monroe	438,230	5,900	190,675
Brockport	3,590	86	1,878
East Rochester	6,691	91	1,759
Fairport	4,644	81	1,827
Irondequoit (town)	23,376	121	2,546
Rochester	324,975	4,856	169,967
Remainder of County	74,954	665	12,698
Montgomery	59,142	983	21,372
Amsterdam	33,329	586	14,644
Canajoharie	2,577	61	1,389
Fort Plain	2,770	83	1,735
Remainder of County	20,466	253	3,604
Nassau	406,748	6,438	181,942
Cedarhurst	5,463	114	3,175
East Rockaway	5,610	74	1,252
Farmingdale	3,524	76	2,365
Floral Park	12,950	179	5,528
Freeport	20,410	411	13,672
Garden City	11,223	89	5,019
Glen Cove	12,415	243	7,301
Great Neck	6,167	85	3,603
Hempstead	20,856	525	25,146
Lawrence	3,649	33	685
Long Beach	9,036	252	4,935
Lynbrook	14,557	294	8,540
Malverne	5,153	30	689
Mineola	10,064	201	6,395
New Hyde Park	4,691	76	1,974
Rockville Centre	18,613	282	14,029
Sea Cliff	4,416	53	1,002
Valley Stream	16,679	208	4,780
Williston Park	5,750	60	1,089
Westbury	4,524	114	2,330
Remainder of County	210,998	3,039	68,443
New York	1,889,924	40,092	1,588,756
Manhattan Borough (Coextensive with New York County)	1,889,924	40,092	1,588,756
Niagara	160,110	2,345	61,267
Lockport	24,379	380	12,695
Niagara Falls	78,029	1,243	35,521
North Tonawanda	20,254	311	6,898
Remainder of County	37,448	411	6,153
Oneida	203,636	3,137	71,543
New York Mills	3,628	43	486
Rome	34,214	493	11,967
Utica	100,518	1,632	45,192
Whitesboro	3,532	45	874
Yorkville	3,311	39	646
Remainder of County	58,433	885	12,378
Onondaga	295,108	3,710	122,003
Baldwinsville	3,840	72	1,563
East Syracuse	4,520	76	1,690
Solvay	8,201	84	1,139
Syracuse	205,967	2,714	106,030
Remainder of County	72,580	764	11,581
Ontario	55,307	821	19,347
Canandaigua	8,321	183	5,467
Geneva	15,555	287	8,483
Remainder of County	31,431	351	5,397
Orange	140,113	2,569	59,376
Goshen	3,073	72	1,733
Highland Falls	3,711	76	1,404
Middletown	21,908	394	12,896
Newburgh	31,883	762	20,331
Port Jervis	9,749	259	4,970
Walden	4,262	95	1,858
Warwick	2,534	63	1,682
Remainder of County	62,993	848	14,502
Orleans	27,760	430	7,855
Albion	4,660	105	2,325
Medina	5,871	131	3,251

NEW YORK—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Remainder of County	17,229	194	$2,279
Oswego	71,275	1,087	21,083
Fulton	13,362	211	5,767
Oswego	22,062	377	8,373
Remainder of County	35,851	499	7,034
Otsego	46,082	856	18,149
Cooperstown	2,599	80	2,149
Oneonta	11,731	238	8,229
Remainder of County	31,752	538	7,771
Putnam	16,555	359	8,075
Queens	1,297,634	16,699	435,133
Queens Borough (Coextensive with Queens County)	1,297,634	16,699	435,133
Rensselaer	121,834	2,009	43,514
Hoosick Falls	4,279	93	1,405
Rensselaer	10,768	143	3,065
Troy	70,304	1,265	34,065
Remainder of County	36,483	508	4,979
Richmond	174,441	2,592	50,778
Richmond Borough (Coextensive with Richmond County)	174,441	2,592	50,778
Rockland	74,261	1,027	23,471
Haverstraw	5,909	158	3,602
Nyack	5,206	187	6,124
Spring Valley	4,308	118	2,928
Suffern	3,768	115	3,303
West Haverstraw	2,533	18	202
Remainder of County	52,537	431	7,312
St. Lawrence	91,098	1,417	27,683
Canton	3,018	98	1,965
Gouverneur	4,478	79	3,237
Massena	11,328	182	5,490
Ogdensburg	16,346	277	6,300
Potsdam	4,821	114	3,465
Remainder of County	51,107	667	7,226
Saratoga	65,606	1,210	20,597
Ballston Spa	4,443	113	2,062
Corinth	3,054	59	1,048
Mechanicville	7,449	158	3,567
Saratoga Springs	13,705	359	8,423
South Glens Falls	3,081	38	679
Waterford	2,903	67	710
Remainder of County	30,971	416	4,108
Schenectady	122,494	1,815	50,670
Schenectady	87,549	1,468	44,789
Scotia	7,960	92	2,230
Remainder of County	26,985	255	3,651
Schoharie	20,812	331	6,327
Cobleskill	2,617	76	2,217
Remainder of County	18,195	255	4,110
Schuyler	12,979	253	3,427
Watkins Glen	2,913	97	1,876
Remainder of County	10,066	156	1,551
Seneca	25,732	363	5,562
Seneca Falls	6,452	121	2,537
Waterloo	4,010	87	1,370
Remainder of County	15,270	155	1,655
Steuben	84,927	1,204	26,610
Bath	4,696	100	2,692
Canisteo	2,550	41	827
Corning	16,212	292	7,617
Hornell	15,649	260	8,557
Remainder of County	45,820	511	6,917
Suffolk	197,355	3,842	88,925
Amityville	5,058	108	3,011
Babylon	4,742	129	4,195
Greenport	3,259	96	2,085
Lindenhurst	4,756	96	1,805
Northport	3,093	71	2,113
Patchogue	7,181	220	8,233
Southampton	3,818	112	3,849
Remainder of County	165,448	3,010	63,634
Sullivan	37,901	1,192	18,635
Liberty	3,788	123	3,443
Monticello	3,737	138	3,989
Remainder of County	30,376	931	11,203
Tioga	27,072	432	8,081
Owego	5,068	121	2,387
Waverly	5,450	119	2,635
Remainder of County	16,554	192	3,059
Tompkins	42,340	622	18,161
Ithaca	19,730	370	14,828
Remainder of County	22,610	252	3,333
Ulster	87,017	1,663	31,475
Ellenville	4,000	119	2,962
Kingston	28,589	593	16,323
Saugerties	3,916	100	2,165
Remainder of County	50,512	851	10,025
Warren	36,035	687	19,595
Glens Falls	18,836	350	14,956
Remainder of County	17,199	337	4,639
Washington	46,726	727	10,896
Fort Edward	3,620	72	1,182
Granville	3,173	79	1,682
Hudson Falls	6,654	111	1,839
Whitehall	4,851	97	1,661

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NEW YORK—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Remainder of County	28,428	368	$4,532
Wayne	52,747	776	18,331
Lyons	3,863	87	1,564
Newark	9,646	147	6,887
Palmyra	2,709	69	1,697
Remainder of County	36,529	473	8,183
Westchester	573,558	8,608	267,105
Bronxville	6,888	120	5,404
Croton-on-Hudson	3,843	67	1,260
Dobbs Ferry	5,883	64	1,758
Elmsford	3,078	47	789
Hastings-on-Hudson	7,057	82	1,651
Irvington	3,272	30	869
Larchmont	5,970	144	4,592
Mamaroneck	13,034	216	5,242
Mount Kisco	5,941	136	4,895
Mount Vernon	67,362	1,161	36,861
New Rochelle	58,408	886	33,486
North Pelham	5,052	79	1,258
North Terrytown	8,804	126	2,549
Ossining	15,996	247	6,379
Peekskill	17,311	311	10,009
Pelham Manor	5,302	26	1,457
Pleasantville	4,454	84	3,036
Port Chester	23,073	475	12,995
Rye	9,865	170	4,555
Scarsdale	12,966	80	4,116
Tarrytown	6,874	139	4,024
Tuckahoe	6,563	148	3,806
White Plains	40,327	841	38,644
Yonkers	142,598	1,952	55,232
Remainder of County	93,637	977	22,238
Wyoming	31,394	462	8,616
Perry	4,468	97	2,022
Warsaw	3,554	90	1,951
Remainder of County	23,372	275	4,643
Yates	16,381	221	4,528
Penn Yan	5,308	112	3,181
Remainder of County	11,073	109	1,347

[1] Gowanda is in Cattaraugus and Erie Counties.

[2] Saranac Lake is in Essex and Franklin Counties.

[3] Dolgeville is in Fulton and Herkimer Counties.

NORTH CAROLINA

State Total	3,571,623	33,826	$633,240
Alamance	57,427	600	13,975
Burlington	12,198	239	9,392
Graham	4,339	59	1,373
Remainder of County	40,890	302	3,210
Alexander	13,454	109	1,089
Alleghany	8,341	90	571
Anson	28,443	222	3,348
Wadesboro	3,587	88	2,359
Remainder of County	24,856	134	989
Ashe	22,664	229	1,216
Avery	13,561	115	549
Beaufort	36,431	455	5,581
Washington	8,569	204	3,955
Remainder of County	27,862	251	1,626
Bertie	26,201	238	2,621
Bladen	27,156	203	2,820
Brunswick	17,125	179	1,152
Buncombe	108,755	1,140	29,982
Asheville	51,310	738	25,814
Remainder of County	57,445	402	4,168
Burke	38,615	326	5,390
Morganton	7,670	115	3,778
Remainder of County	30,945	211	1,612
Cabarrus	59,393	578	14,057
Concord	15,572	213	6,773
Remainder of County	43,821	365	7,284
Caldwell	35,795	319	5,408
Lenoir	7,598	135	3,961
Remainder of County	28,197	184	1,447
Camden	5,440	59	206
Carteret	18,284	234	2,955
Beaufort	3,272	65	1,234
Morehead City	3,695	67	1,213
Remainder of County	11,317	102	508
Caswell	20,032	119	1,028
Catawba	51,653	513	10,026
Hickory	13,487	212	6,614
Newton	5,407	94	1,975
Remainder of County	32,759	207	1,437
Chatham	24,726	227	2,696
Cherokee	18,813	167	1,680
Chowan	11,572	117	1,722
Edenton	3,835	72	1,513
Remainder of County	7,737	45	209
Clay	6,405	52	170
Cleveland	58,055	419	9,067
Kings Mountain	6,547	65	1,459
Shelby	14,037	188	5,854
Remainder of County	37,471	166	1,754
Columbus	45,663	391	6,496
Craven	31,298	411	5,950
New Bern	11,815	240	5,060
Remainder of County	19,483	171	890

NORTH CAROLINA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Cumberland	59,320	467	$10,072
Fayetteville	17,428	267	9,013
Remainder of County	41,892	200	1,059
Currituck	6,709	83	477
Dare	6,041	133	789
Davidson	53,377	441	8,173
Lexington	10,550	137	4,094
Thomasville	11,041	119	2,856
Remainder of County	31,786	185	1,223
Davie	14,909	131	1,604
Duplin	39,739	391	3,853
Durham	80,244	897	25,753
Durham	60,195	753	24,915
Remainder of County	20,049	144	838
Edgecombe	49,162	442	8,838
Rocky Mount (part)[1]	11,978	162	4,488
Tarboro	7,148	101	2,997
Remainder of County	30,036	179	1,353
Forsyth	126,475	1,395	32,665
Winston-Salem	79,815	1,025	29,203
Remainder of County	46,660	370	3,462
Franklin	30,382	228	2,706
Gaston	87,531	799	15,690
Belmont	4,356	58	1,905
Bessemer City	3,567	42	500
Cherryville	3,225	61	860
Gastonia	21,313	252	8,744
Remainder of County	55,070	386	3,681
Gates	10,060	76	646
Graham	6,418	46	350
Granville	29,344	241	3,578
Oxford	3,991	107	2,751
Remainder of County	25,353	134	827
Greene	18,548	117	1,493
Guilford	153,916	1,576	44,282
Greensboro	59,319	698	27,896
High Point	38,495	470	13,253
Remainder of County	56,102	408	3,133
Halifax	56,512	542	8,591
Roanoke Rapids	8,545	104	3,000
Scotland Neck	2,559	81	1,262
Remainder of County	45,408	357	4,329
Harnett	44,239	381	5,489
Dunn	5,256	107	2,675
Remainder of County	38,983	274	2,814
Haywood	34,804	275	5,408
Canton	5,037	79	2,904
Remainder of County	29,767	196	2,504
Henderson	26,049	266	5,459
Hendersonville	5,381	154	4,600
Remainder of County	20,668	112	859
Hertford	19,352	172	2,523
Hoke	14,937	89	1,349
Hyde	7,860	104	424
Iredell	50,424	512	8,266
Mooresville	6,682	93	1,739
Statesville	11,440	211	5,292
Remainder of County	32,302	208	1,235
Jackson	19,366	142	2,011
Johnston	63,798	528	7,471
Smithfield	3,678	94	2,500
Remainder of County	60,120	434	4,971
Jones	10,926	75	623
Lee	18,743	190	3,713
Sanford	4,960	107	2,994
Remainder of County	13,783	83	719
Lenoir	41,211	393	8,948
Kinston	15,388	231	7,377
Remainder of County	25,823	162	1,571
Lincoln	24,187	226	3,014
Lincolnton	4,525	97	2,280
Remainder of County	19,662	129	734
McDowell	22,996	187	2,848
Macon	15,880	149	1,654
Madison	22,522	195	1,294
Martin	26,111	260	3,936
Williamston	3,966	87	2,179
Remainder of County	22,145	173	1,757
Mecklenburg	151,826	1,435	50,997
Charlotte	100,899	1,120	47,552
Remainder of County	50,927	315	3,445
Mitchell	15,980	136	1,597
Montgomery	16,280	166	2,284
Moore	30,969	307	4,687
Southern Pines	3,225	52	979
Remainder of County	27,744	255	3,708
Nash	55,608	438	8,791
Rocky Mount (part)[1]	13,590	186	5,277
Remainder of County	42,018	252	3,514
New Hanover	47,935	717	15,970
Wilmington	33,407	554	14,709
Remainder of County	14,528	163	1,261
Northampton	28,299	186	1,609
Onslow	17,939	180	1,518
Orange	23,072	205	3,447
Chapel Hill	3,654	58	1,867
Remainder of County	19,418	147	1,580

NORTH CAROLINA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Pamlico	9,706	100	$457
Pasquotank	20,568	275	4,948
Elizabeth City	11,564	202	4,334
Remainder of County	9,004	73	614
Pender	17,710	143	1,320
Perquimans	9,773	112	1,184
Person	25,029	202	3,019
Roxboro	4,599	100	2,292
Remainder of County	20,430	102	727
Pitt	61,244	550	11,885
Farmville	2,980	56	1,716
Greenville	12,674	202	6,724
Remainder of County	45,590	292	3,445
Polk	11,874	97	1,034
Randolph	44,554	398	5,643
Asheboro	6,981	130	3,647
Remainder of County	37,573	268	1,996
Richmond	36,810	275	5,930
Hamlet	5,111	75	1,394
Rockingham	3,657	78	2,887
Remainder of County	28,042	122	1,649
Robeson	76,860	629	10,976
Lumberton	5,803	143	4,648
Remainder of County	71,057	486	6,328
Rockingham	57,898	668	10,312
Reidsville	10,387	172	4,185
Remainder of County	47,511	496	6,127
Rowan	69,206	678	15,257
Salisbury	19,037	316	11,085
Spencer	3,072	38	736
Remainder of County	47,097	324	3,436
Rutherford	45,577	434	5,863
Forest City	5,035	102	2,067
Spindale	3,952	39	543
Remainder of County	36,590	293	3,253
Sampson	47,440	396	5,143
Clinton	3,557	113	3,024
Remainder of County	43,883	283	2,119
Scotland	23,232	209	3,283
Laurinburg	5,685	104	2,158
Remainder of County	17,547	105	1,125
Stanly	32,834	313	6,046
Albemarle	4,060	122	4,648
Remainder of County	28,774	191	1,398
Stokes	22,656	193	1,450
Surry	41,783	424	7,071
Elkin	2,734	60	1,860
Mount Airy	6,286	129	3,636
Remainder of County	32,763	235	1,575
Swain	12,177	106	776
Transylvania	12,241	95	1,809
Tyrrell	5,556	65	422
Union	39,097	361	4,872
Monroe	6,475	131	3,254
Remainder of County	32,622	230	1,618
Vance	29,961	303	6,031
Henderson	7,647	157	5,256
Remainder of County	22,314	146	775
Wake	109,544	1,132	1,132
Raleigh	46,897	619	25,527
Remainder of County	62,647	513	5,938
Warren	23,145	202	2,265
Washington	12,323	143	1,260
Watauga	18,114	154	1,823
Wayne	58,328	569	10,849
Goldsboro	17,274	262	7,849
Mount Olive	2,929	58	1,255
Remainder of County	38,125	249	1,745
Wilkes	43,003	362	4,459
North Wilkesboro	4,478	106	3,386
Remainder of County	38,525	256	1,073
Wilson	50,219	514	9,860
Wilson	19,234	311	7,914
Remainder of County	30,985	203	1,946
Yadkin	20,657	146	1,208
Yancey	17,202	147	675

[1] Rocky Mount is in Edgecombe and Nash Counties.

NORTH DAKOTA

State Total	641,935	8,549	156,137
Adams	4,664	74	990
Barnes	17,814	278	4,678
Valley City	5,917	114	3,559
Remainder of County	11,897	164	1,119
Benson	12,629	151	1,694
Billings	2,531	17	102
Bottineau	13,253	196	2,502
Bowman	3,860	83	1,068
Burke	7,653	128	1,150
Burleigh	22,736	245	9,265
Bismarck	15,496	196	8,878
Remainder of County	7,240	49	387
Cass	52,849	719	23,995
Fargo	32,580	442	20,350
Remainder of County	20,269	277	3,645
Cavalier	13,923	201	2,417

NORTH DAKOTA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Dickey	9,696	148	$2,402
Divide	7,086	90	1,213
Dunn	8,376	82	703
Eddy	5,741	84	1,504
Emmons	11,699	96	1,347
Foster	5,824	105	1,517
Golden Valley	3,498	62	981
Grand Forks	34,518	437	13,754
Grand Forks	20,228	270	11,807
Remainder of County	14,290	167	1,949
Grant	8,264	76	771
Griggs	5,818	87	1,107
Hettinger	7,457	86	1,419
Kidder	6,692	94	896
La Moure	10,298	148	1,584
Logan	7,561	79	920
McHenry	14,034	210	2,119
McIntosh	8,984	97	1,159
McKenzie	8,426	91	1,019
McLean	16,082	193	2,218
Mercer	9,611	94	1,846
Morton	20,184	252	4,387
Mandan	6,685	110	2,703
Remainder of County	13,499	142	1,684
Mountrail	10,482	169	1,863
Nelson	9,129	142	1,681
Oliver	3,859	24	223
Pembina	15,671	261	3,223
Pierce	9,208	102	1,842
Ramsey	15,626	237	5,586
Devils Lake	6,204	120	4,579
Remainder of County	9,422	117	1,007
Ransom	10,061	147	2,279
Renville	5,533	89	997
Richland	20,519	275	5,416
Wahpeton	3,747	79	2,923
Remainder of County	16,772	196	2,493
Rolette	12,583	124	1,938
Sargent	8,693	126	1,171
Sheridan	6,616	95	713
Sioux	4,419	36	514
Slope	2,932	24	140
Stark	15,414	153	3,810
Dickinson	5,839	79	2,912
Remainder of County	9,575	74	898
Steele	6,193	80	830
Stutsman	23,495	290	6,157
Jamestown	8,790	156	5,009
Remainder of County	14,705	134	1,118
Towner	7,200	118	1,610
Traill	12,300	191	3,109
Walsh	20,747	264	4,880
Grafton	4,070	69	2,023
Remainder of County	16,677	195	2,232
Ward	31,981	466	11,596
Minot	16,577	263	9,406
Remainder of County	15,404	203	1,860
Wells	11,198	167	2,332
Williams	16,315	266	4,629
Williston	5,790	120	3,658
Remainder of County	10,525	146	1,162

[1] Less than $500.

OHIO

State Total	6,907,612	93,041	$2,441,250
Adams	21,705	284	2,930
Allen	73,303	1,078	27,653
Delphos (part)[1]	3,086	94	1,824
Lima	44,711	704	22,336
Remainder of County	25,506	280	3,491
Ashland	29,785	397	10,306
Ashland	12,453	202	6,934
Remainder of County	17,332	195	3,372
Ashtabula	68,674	1,068	24,259
Ashtabula	21,405	380	11,435
Conneaut	9,355	173	4,257
Geneva	4,171	105	2,457
Remainder of County	33,743	410	6,110
Athens	46,166	611	11,389
Athens	7,696	187	5,958
Glouster	2,847	68	981
Nelsonville	5,368	113	2,307
Remainder of County	30,255	243	2,154
Auglaize	28,037	448	7,131
St. Marys	5,532	128	1,709
Wapakoneta	5,225	128	2,462
Remainder of County	17,280	192	2,860
Belmont	95,614	1,339	29,531
Barnesville	5,002	117	2,532
Bellaire	13,799	260	4,596
Bridgeport	4,853	97	1,946
Martins Ferry	14,729	244	4,532
Shadyside	4,048	44	730
Remainder of County	53,183	577	6,195
Brown	21,638	334	3,751
Butler	120,249	1,547	39,943
Hamilton	50,592	768	20,396
Middletown	31,220	451	14,617
Oxford	2,756	66	2,084
Remainder of County	35,681	262	2,864
Carroll	17,449	230	3,615
Carrollton	2,548	61	1,452
Minerva (part)[2]	1,374	23	634
Remainder of County	13,527	146	1,129

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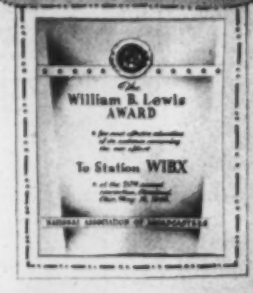

The Judges
J. R. Gamble, AAAA • P. B. West, ANA
Douglas Meservey, ASCAP

Class 2
Inspiration of audience to continue support of War Effort

Class 3 Distinguished Conduct of Civilian Defense

Class 4

WIBX-Utica, N.Y. The Voice of the Mohawk Valley
the only station in the Rome-Utica market
serving 325,510 listeners in an all out effort to
WIN THE WAR!

OHIO—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Champaign	25,258	373	$6,731
Urbana	8,335	182	4,253
Remainder of County	16,923	191	2,478
Clark	95,647	1,310	33,478
Springfield	70,662	1,067	30,667
Remainder of County	24,985	243	2,811
Clermont	34,109	514	7,033
Clinton	22,574	407	7,383
Wilmington	5,971	166	4,082
Remainder of County	16,603	241	3,301
Columbiana	90,121	1,411	30,260
East Liverpool	23,555	436	12,575
East Palestine	5,123	109	2,264
Lisbon	3,379	80	1,686
Salem	12,301	246	7,469
Wellsville	7,672	120	1,543
Remainder of County	38,091	420	4,723
Coshocton	30,594	424	8,176
Coshocton	11,509	242	6,601
Remainder of County	19,085	182	1,575
Crawford	35,571	580	11,482
Bucyrus	9,727	216	4,729
Vrestline	4,337	89	1,847
Galion	8,685	167	3,670
Remainder of County	12,822	108	1,236
Cuyahoga	1,217,250	16,716	506,426
Bedford	7,390	112	3,244
Berea	6,025	117	2,810
Chagrin Falls	2,505	80	2,563
Cleveland	878,336	13,814	420,426
Cleveland Heights	54,992	383	16,360
East Cleveland	39,495	337	10,213
Euclid	17,866	142	3,803
Fairview	4,700	38	496
Garfield Heights	16,989	139	2,216
Lakewood	69,160	562	21,825
Maple Heights	6,728	75	1,121
Mayfield Heights	2,696	21	369
Newburgh Heights	3,830	39	516
North Olmsted	3,487	50	657
Parma	16,365	144	2,869
Rocky River	8,291	105	2,981
Shaker Heights	23,393	109	5,237
South Euclid	6,146	47	1,788
Remainder of County	48,856	402	6,932
Darke	38,831	585	10,238
Greenville	7,745	201	4,979
Union City Ohio only	1,497	24	303
Remainder of County	29,589	360	4,956
Defiance	24,367	366	7,048
Defiance	9,744	197	4,780
Hicksville	2,549	75	1,236
Remainder of County	12,074	94	1,032
Delaware	26,780	394	6,967
Delaware	8,944	214	5,084
Remainder of County	17,836	180	1,883
Erie	43,201	709	15,722
Sandusky	24,874	472	11,784
Remainder of County	18,327	237	3,938
Fairfield	48,490	614	12,553
Lancaster	21,940	371	9,675
Remainder of County	26,550	243	2,878
Fayette	21,385	288	7,037
Washington Court House	9,402	196	6,209
Remainder of County	11,983	92	828
Franklin	388,712	4,933	172,974
Bexley	8,705	36	1,059
Columbus	306,087	4,233	159,167
Grandview Heights	6,960	39	1,398
Upper Arlington	5,370	10	255
Westerville	3,146	58	1,381
Remainder of County	58,444	557	9,714
Fulton	23,626	361	7,155
Wauseon	3,016	92	2,053
Remainder of County	20,610	269	5,102
Gallia	24,930	245	4,319
Gallipolis	7,832	136	3,553
Remainder of County	17,098	109	766
Geauga	19,430	245	4,394
Greene	35,863	405	8,950
Xenia	10,633	203	5,446
Remainder of County	25,230	202	3,504
Guernsey	38,822	548	8,970
Cambridge	15,044	248	6,570
Remainder of County	23,778	300	2,400
Hamilton	621,987	8,877	275,006
Cheviot	9,043	114	3,210
Cincinnati	455,610	7,006	230,446
Deer Park	3,510	28	608
Elmwood Place	4,248	86	2,137
Lockland	5,601	130	3,783
Mount Healthy	3,997	43	885
North College Hill	5,231	54	1,022
Norwood	34,010	415	13,186
Reading	6,079	121	3,903

OHIO—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
St. Bernard	7,387	99	$1,867
Silverton	2,907	48	1,310
Wyoming	4,466	20	709
Remainder of County	79,898	713	11,940
Hancock	40,793	543	12,266
Findlay	20,228	355	9,885
Fostoria (part)[3]	2,133	19	465
Remainder of County	18,432	169	1,916
Hardin	27,061	444	6,586
Kenton	7,593	186	3,963
Remainder of County	19,468	258	2,623
Harrison	20,313	256	3,508
Cadiz	2,808	76	1,658
Remainder of County	17,505	180	1,850
Henry	22,756	330	5,860
Napoleon	4,825	111	3,206
Remainder of County	17,931	219	2,654
Highland	27,099	441	7,291
Greenfield	4,228	93	2,004
Hillsboro	4,713	142	3,262
Remainder of County	18,158	206	2,025
Hocking	21,504	253	4,192
Logan	6,177	135	3,228
Remainder of County	15,327	118	964
Holmes	17,876	202	3,516
Huron	34,800	574	11,193
Bellevue (part)[4]	3,533	73	1,488
Norwalk	8,211	160	4,441
Willard	4,261	85	1,863
Remainder of County	18,795	256	3,401
Jackson	27,004	339	6,373
Jackson	6,295	139	3,286
Wellston	5,537	100	1,709
Remainder of County	15,172	100	1,378
Jefferson	98,129	1,333	32,838
Mingo Junction	5,192	61	664
Steubenville	37,651	618	23,665
Toronto	7,426	103	1,821
Remainder of County	47,860	551	6,688
Knox	31,024	416	9,277
Mount Vernon	10,122	210	6,428
Remainder of County	20,902	206	2,849
Lake	50,020	702	17,647
Fairport	4,528	55	975
Painesville	12,235	207	8,304
Willoughby	4,364	106	3,608
Remainder of County	28,893	334	4,760
Lawrence	46,705	508	8,154
Ironton	15,851	286	6,495
Remainder of County	30,854	222	1,659
Licking	62,279	858	19,112
Newark	31,487	498	14,666
Remainder of County	30,792	360	4,446
Logan	29,624	530	8,508
Bellefontaine	9,808	202	5,312
Remainder of County	19,816	328	3,196
Lorain	112,390	1,551	37,192
Amherst	2,896	51	1,171
Elyria	25,120	367	12,444
Lorain	44,125	617	16,754
Oberlin	4,305	88	2,167
Wellington	2,529	63	1,323
Remainder of County	33,415	365	3,333
Lucas	344,333	4,212	144,008
Maumee	4,683	76	2,014
Toledo	282,349	3,549	131,629
Remainder of County	57,301	587	10,365
Madison	21,811	291	5,848
London	4,697	121	3,000
Remainder of County	17,114	170	2,848
Mahoning	240,251	2,732	91,671
Campbell	13,785	166	1,862
Sebring	3,902	73	1,157
Struthers	11,739	108	2,580
Youngstown (part)[5]	167,624	1,974	79,839
Remainder of County	43,201	411	6,233
Marion	44,898	552	14,295
Marion	30,817	408	12,834
Remainder of County	14,081	144	1,461
Medina	33,034	483	10,989
Medina	4,359	112	4,377
Wadsworth	6,495	100	2,510
Remainder of County	22,180	271	4,102
Meigs	24,104	300	4,902
Middleport	3,356	67	1,409
Pomeroy	3,581	97	2,437
Remainder of County	17,167	136	1,056
Mercer	26,256	395	6,759
Celina	4,841	134	3,301
Remainder of County	21,415	261	3,458
Miami	52,632	709	16,986
Piqua	16,049	252	7,273
Tippecanoe City	2,879	62	1,278
Troy	9,697	136	4,942
Remainder of County	24,007	259	3,493
Monroe	18,641	211	2,115

OHIO—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Montgomery	295,480	3,515	$119,899
Dayton	210,718	2,762	106,477
Miamisburg	5,544	105	2,339
Oakwood	7,652	13	583
Remainder of County	71,566	635	10,500
Morgan	14,227	175	2,367
Morrow	15,646	169	2,623
Muskingum	69,795	945	23,419
Zanesville	37,500	621	19,559
Remainder of County	32,295	324	3,860
Noble	14,587	222	1,929
Ottawa	24,360	414	7,303
Port Clinton	4,505	111	2,665
Remainder of County	19,855	303	4,638
Paulding	15,527	248	3,287
Perry	31,087	386	5,827
Crooksville	2,890	59	789
New Lexington	4,049	85	2,223
Remainder of County	24,148	242	2,815
Pickaway	27,889	342	5,509
Circleville	7,982	183	3,947
Remainder of County	19,907	159	1,562
Pike	16,113	195	2,040
Portage	46,660	592	12,369
Kent	8,581	151	4,361
Ravenna	8,538	167	4,893
Remainder of County	29,541	274	3,115
Preble	23,329	399	6,008
Eaton	3,552	112	2,526
Remainder of County	19,777	287	3,482
Putnam	25,016	416	5,572
Richland	73,853	945	27,201
Mansfield	37,154	593	21,525
Shelby	6,643	119	2,817
Remainder of County	30,056	233	2,859
Ross	52,147	573	13,266
Chillicothe	20,129	334	10,776
Remainder of County	32,018	239	2,490
Sandusky	41,014	598	13,043
Bellevue (part)[4]	2,594	39	880
Clyde	3,174	86	1,360
Fremont	14,710	258	8,314
Remainder of County	20,536	215	2,489
Scioto	86,565	1,100	22,524
New Boston	6,024	66	1,107
Portsmouth	40,466	716	18,910
Remainder of County	40,075	318	2,507
Seneca	48,499	727	15,516
Fostoria (part)[3]	11,320	226	5,852
Tiffin	16,102	311	7,726
Remainder of County	21,077	190	1,938
Shelby	26,071	355	6,822
Sidney	9,790	198	5,136
Remainder of County	16,281	157	1,686
Stark	234,887	3,077	86,910
Alliance	22,405	364	10,361
Canton	108,401	1,542	52,450
Louisville	3,379	54	1,306
Massillon	26,644	453	12,119
Minerva (part)[2]	1,563	53	1,234
North Canton	2,988	31	1,198
Remainder of County	69,507	580	8,242
Summit	339,405	4,162	131,173
Akron	244,791	3,130	108,487
Barberton	24,028	352	9,023
Cuyahoga Falls	20,546	215	6,879
Remainder of County	50,040	465	6,784
Trumbull	132,315	1,581	38,144
Girard	9,805	133	2,822
Hubbard	4,189	61	1,230
Newton Falls	3,120	52	1,169
Niles	16,273	216	4,832
Warren	42,837	604	21,744
Youngstown (part)[5]	96	1	
Remainder of County	55,995	514	6,347
Tuscarawas	68,816	1,047	20,081
Dennison	4,413	64	910
Dover	9,691	218	5,262
Newcomerstown	4,564	95	1,648
New Philadelphia	12,328	221	5,897
Uhrichsville	6,435	119	2,676
Remainder of County	31,385	330	3,688
Union	20,012	288	5,810
Marysville	4,037	114	3,773
Remainder of County	15,975	174	2,037
Van Wert	26,759	340	7,166
Delphos (part)[1]	2,660	26	446
Van Wert	9,227	181	5,200
Remainder of County	14,872	133	1,520
Vinton	11,573	111	1,206
Warren	29,894	399	7,315
Franklin	4,511	81	1,768
Lebanon	3,890	104	2,967
Remainder of County	21,493	214	2,580
Washington	43,537	551	10,274
Marietta	14,543	288	7,917
Remainder of County	28,994	263	2,357

OHIO—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Wayne	50,520	748	$16,1
Orrville	4,484	88	1,8
Rittman	2,770	51	1,1
Wooster	11,543	248	8,6
Remainder of County	31,723	361	4,7
Williams	25,510	464	8,1
Bryan	5,404	135	3,2
Montpelier	3,703	91	1,6
Remainder of County	16,403	238	3,2
Wood	51,796	856	12,4
Bowling Green	7,190	184	4,0
North Baltimore	2,616	75	1,0
Perrysburg	3,457	69	1,2
Remainder of County	38,533	528	5,1
Wyandot	19,218	295	5,6
Carey	2,984	73	1,1
Upper Sandusky	3,907	112	2,0
Remainder of County	12,327	110	1,1

[1] Delphos is in Allen and Van Wert Counties.
[2] Minerva is in Carroll and Stark Counties.
[3] Fostoria is in Hancock and Seneca Counties.
[4] Bellevue is in Huron and Sandusky Counties.
[5] Youngstown is in Mahoning and Trumbull Counties.

OKLAHOMA

State Total	**2,336,434**	**28,722**	**513,0**
Adair	15,755	139	1,0
Alfalfa	14,129	189	2,4
Cherokee	2,553	61	1,3
Remainder of County	11,576	128	1,1
Atoka	18,702	168	1,6
Beaver	8,648	98	9
Beckham	22,169	342	5,0
Elk City	5,021	111	2,4
Sayre	3,037	83	1,2
Remainder of County	14,111	148	1,2
Blaine	18,543	250	3,3
Bryan	38,138	359	5,8
Durant	10,027	178	4,0
Remainder of County	28,111	181	1,8
Caddo	41,567	501	6,9
Anadarko	5,579	130	2,4
Remainder of County	35,988	371	4,5
Canadian	27,329	339	6,1
El Reno	10,078	174	4,1
Remainder of County	17,251	165	1,9
Carter	43,292	570	8,7
Ardmore	16,886	301	6,7
Remainder of County	26,406	269	1,9
Cherokee	21,030	184	1,8
Tahlequah	3,027	100	1,4
Remainder of County	18,006	84	3
Choctaw	28,358	233	2,9
Hugo	5,909	111	2,1
Remainder of County	22,449	122	8
Cimarron	3,654	71	5
Cleveland	27,728	315	5,3
Norman	11,429	204	4,7
Remainder of County	16,299	111	8
Coal	12,811	119	1,4
Comanche	38,988	466	9,6
Lawton	18,055	307	8,2
Remainder of County	20,933	159	1,4
Cotton	12,884	145	2,5
Craig	21,083	228	3,7
Vinita	5,685	147	3,0
Remainder of County	15,398	81	6
Creek	55,503	719	10,5
Bristow	6,050	132	2,6
Drumright	4,303	110	1,9
Sapulpa	12,249	219	4,6
Remainder of County	32,901	258	1,9
Custer	23,068	349	5,5
Clinton	6,736	144	2,7
Remainder of County	16,332	205	2,7
Delaware	18,592	158	1,1
Dewey	11,981	182	1,6
Ellis	8,466	128	1,6
Garfield	45,484	627	16,9
Enid	28,081	443	14,7
Remainder of County	17,403	184	2,2
Garvin	31,150	444	4,4
Pauls Valley	5,104	169	2,1
Remainder of County	26,046	275	2,2
Grady	41,116	513	7,6
Chickasha	14,111	277	5,9
Remainder of County	27,005	236	1,6
Grant	13,128	190	2,4
Greer	14,550	203	2,7
Mangum	4,193	124	2,0
Remainder of County	10,357	79	6
Harmon	10,019	101	1,2
Hollis	2,732	62	9
Remainder of County	7,287	39	2
Harper	6,454	103	1,6
Haskell	17,324	142	1,6

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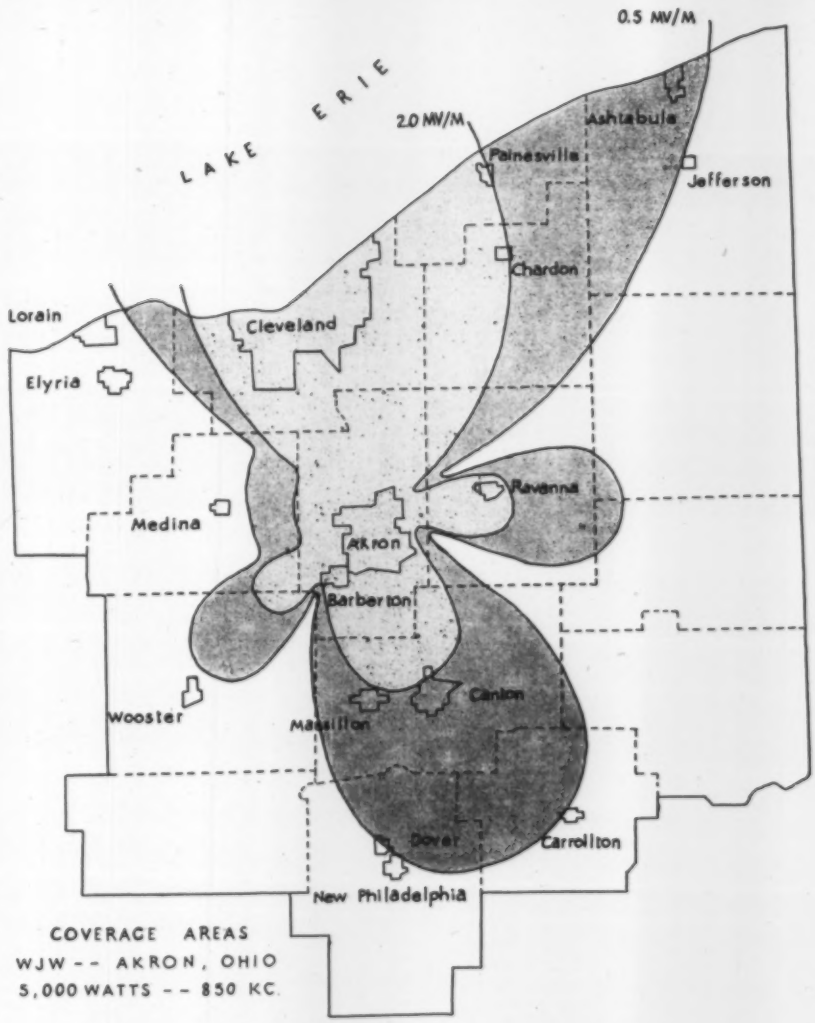

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OKLAHOMA—Continued

Population of County and All Places Over 2,500		No. of Stores	Retail Sales (000 Omitted)
Hughes	29,189	268	$3,988
Holdenville	6,632	112	2,565
Remainder of County	22,557	156	1,423
Jackson	22,708	300	4,307
Altus	8,593	152	3,260
Remainder of County	14,115	148	1,047
Jefferson	15,107	180	2,051
Johnston	15,960	153	1,301
Kay	47,084	653	13,730
Blackwell	8,537	140	3,101
Ponca City	16,794	244	7,450
Tonkawa	3,197	79	1,318
Remainder of County	18,556	190	1,861
Kingfisher	15,617	195	3,512
Kingfisher	3,352	80	2,126
Remainder of County	12,265	115	1,386
Kiowa	22,817	309	4,490
Hobart	5,177	116	2,540
Remainder of County	17,640	193	1,950
Latimer	12,380	118	1,135
Le Flore	45,866	402	4,689
Poteau	4,020	77	1,633
Remainder of County	41,846	325	3,056
Lincoln	29,529	308	3,629
Chandler	2,738	61	1,200
Remainder of County	26,791	247	2,429
Logan	25,245	346	5,983
Guthrie	10,018	195	4,568
Remainder of County	15,227	151	1,415
Love	11,433	118	998
McClain	19,205	224	2,056
Purcell	3,116	75	1,046
Remainder of County	16,089	149	1,010
McCurtain	41,318	320	3,461
Idabel	3,689	100	1,642
Remainder of County	37,629	220	1,819
McIntosh	24,097	189	2,019
Major	11,946	163	1,731
Marshall	12,384	125	1,546
Madill	2,594	75	1,284
Remainder of County	9,790	50	262
Mayes	21,668	311	2,899
Murray	13,841	226	2,137
Sulphur	4,970	119	1,408
Remainder of County	8,871	107	729
Muskogee	65,914	855	14,923
Muskogee	32,332	576	12,901
Remainder of County	33,582	279	2,022
Noble	14,826	211	3,126
Perry	5,045	121	2,261
Remainder of County	9,781	90	865
Nowata	15,774	164	2,545
Nowata	3,904	95	1,941
Remainder of County	11,870	69	604
Okfuskee	26,279	278	2,903
Okemah	3,811	99	1,861
Remainder of County	22,468	179	1,042
Oklahoma	244,159	3,284	95,645
Edmond	4,002	67	1,502
Oklahoma City	204,424	2,966	91,844
Remainder of County	35,733	251	2,299
Okmulgee	50,101	644	9,906
Henryetta	6,905	167	2,839
Okmulgee	16,051	270	5,815
Remainder of County	27,145	207	1,252
Osage	41,502	501	8,033
Hominy	3,267	66	1,497
Pawhuska	5,443	133	2,931
Remainder of County	32,792	302	3,605
Ottawa	35,849	420	7,033
Miami	8,345	137	4,055
Picher	5,848	101	1,340
Remainder of County	21,656	182	1,638
Pawnee	17,395	230	2,594
Cleveland	2,510	61	818
Pawnee	2,742	73	1,280
Remainder of County	12,143	96	496
Payne	36,057	550	10,206
Cushing	7,703	170	3,570
Stillwater	10,097	210	5,518
Remainder of County	18,257	170	1,118
Pittsburg	48,985	506	7,991
Hartshorne	2,596	48	786
McAlester	12,401	240	5,756
Remainder of County	33,988	218	1,449
Pontotoc	39,792	518	9,644
Ada	15,143	289	8,104
Remainder of County	24,649	229	1,540
Pottawatomie	54,377	764	12,838
Shawnee	22,053	414	10,214
Remainder of County	32,324	350	2,624
Pushmataha	19,466	147	1,789
Antlers	3,254	56	1,180
Remainder of County	16,212	91	609
Roger Mills	10,736	132	1,160

OKLAHOMA—Continued

Population of County and All Places Over 2,500		No. of Stores	Retail Sales (000 Omitted)
Rogers	21,078	297	$3,110
Claremore	4,134	128	2,091
Remainder of County	16,944	169	1,019
Seminole	61,201	739	13,049
Seminole	11,547	234	6,445
Wewoka	10,315	183	3,752
Remainder of County	39,339	322	2,852
Sequoyah	23,138	175	1,463
Stephens	31,090	389	6,206
Duncan	9,207	181	4,306
Marlow	2,899	73	1,061
Remainder of County	18,984	135	839
Texas	9,896	185	2,937
Tillman	20,754	296	3,212
Frederick	5,109	139	2,055
Remainder of County	15,645	147	1,157
Tulsa	193,363	2,691	74,274
Sand Springs	6,137	102	1,438
Tulsa	142,157	2,118	67,806
Remainder of County	45,069	471	5,030
Wagoner	21,642	201	1,847
Wagoner	3,535	77	1,024
Remainder of County	18,107	124	823
Washington	30,559	382	9,204
Bartlesville	16,267	255	8,212
Remainder of County	14,229	127	992
Washita	22,279	224	3,073
Cordell	2,776	79	1,813
Remainder of County	19,503	145	1,260
Woods	14,915	236	3,961
Alva	5,055	130	2,944
Remainder of County	9,860	106	1,017
Woodward	16,270	230	4,699
Woodward	5,406	130	3,723
Remainder of County	10,864	100	976

OREGON

State Total	1,089,684	16,458	$442,160
Baker	18,297	306	7,296
Baker	9,342	195	5,944
Remainder of County	8,955	111	1,342
Benton	18,629	264	7,942
Corvallis	8,392	194	6,951
Remainder of County	10,237	70	991
Clackamas	57,130	692	12,472
Oregon City	6,124	191	5,321
Remainder of County	51,006	501	7,151
Clatsop	24,697	495	11,159
Astoria	10,389	262	7,881
Remainder of County	14,308	233	3,278
Columbia	20,971	289	5,354
St. Helens	4,304	93	2,170
Remainder of County	16,667	196	3,184
Coos	32,466	526	11,837
Coquille	3,327	82	2,409
Marshfield	5,259	173	5,498
North Bend	4,262	73	1,239
Remainder of County	19,618	198	2,691
Crook	5,533	55	1,498
Curry	4,301	102	1,169
Deschutes	18,631	277	8,668
Bend	10,021	162	6,505
Remainder of County	8,610	115	2,163
Douglas	25,728	458	7,896
Roseburg	4,924	154	4,655
Remainder of County	20,804	304	3,231
Gilliam	2,844	69	1,339
Grant	6,380	118	1,949
Harney	5,374	91	2,423
Hood River	11,580	185	3,812
Hood River	3,280	104	2,797
Remainder of County	8,300	81	1,015
Jackson	36,213	527	13,442
Ashland	4,744	90	1,866
Medford	11,281	256	9,741
Remainder of County	20,188	181	1,835
Jefferson	2,042	32	561
Josephine	16,301	274	5,355
Grants Pass	6,028	162	4,646
Remainder of County	10,273	113	709
Klamath	40,497	564	21,457
Klamath Falls	16,497	335	17,321
Remainder of County	24,000	229	4,136
Lake	6,293	86	2,553
Lane	69,096	942	25,514
Cottage Grove	2,626	71	1,777
Eugene	20,838	450	18,122
Remainder of County	45,632	421	5,615
Lincoln	14,549	340	4,281
Linn	30,485	422	8,447
Albany	5,654	168	4,652
Remainder of County	24,831	254	3,795
Malheur	19,767	262	5,168

OREGON—Continued

Population of County and All Places Over 2,500		No. of Stores	Retail Sales (000 Omitted)
Marion	75,246	1,040	$26,884
Salem	30,908	537	20,279
Remainder of County	44,338	503	6,605
Morrow	4,337	81	1,220
Multnomah	355,099	5,376	190,744
Portland	305,394	4,800	183,551
Remainder of County	49,705	576	7,193
Polk	19,989	263	3,728
Dallas	3,579	76	1,449
Remainder of County	16,410	187	2,279
Sherman	2,321	50	625
Tillamook	12,263	234	3,901
Tillamook	2,751	82	2,607
Remainder of County	9,512	152	1,294
Umatilla	26,030	418	10,009
Pendleton	8,847	191	6,135
Remainder of County	17,183	227	3,874
Union	17,399	306	6,327
La Grande	7,747	180	4,941
Remainder of County	9,652	126	1,386
Wallowa	7,623	115	2,270
Wasco	13,069	247	6,534
The Dalles	6,266	167	5,741
Remainder of County	6,803	80	793
Washington	39,194	505	9,315
Hillsboro	3,747	104	3,214
Remainder of County	35,447	401	6,101
Wheeler	2,974	44	800
Yamhill	26,336	402	8,231
McMinnville	3,706	111	3,826
Newberg	2,960	93	1,750
Remainder of County	19,670	198	2,655

PENNSYLVANIA

State Total	9,900,180	134,543	$3,133,377
Adams	39,435	535	7,600
Gettysburg	5,916	153	3,729
Remainder of County	33,519	382	3,871
Allegheny	1,411,539	15,389	523,420
Aspinwall	4,716	39	1,177
Avalon	6,155	38	984
Bellevue	10,488	76	3,586
Brackenridge	6,400	71	1,091
Braddock	18,326	359	11,136
Brentwood	7,552	55	1,204
Bridgeville	4,459	78	2,441
Carnegie	12,663	204	5,641
Castle Shannon	3,970	45	1,517
Clairton	16,381	197	4,361
Coraopolis	11,086	126	3,936
Crafton	7,163	46	1,709
Dormont	12,974	109	5,106
Duquesne	20,693	234	4,387
East McKeesport	3,026	34	760
East Pittsburgh	6,079	99	2,766
Edgewood	4,697	31	998
Elizabeth	2,976	45	1,655
Emsworth	2,765	24	744
Etna	7,223	115	2,626
Forest Hills	5,248	18	776
Glassport	8,748	77	1,134
Harrison	13,161	94	1,599
Homestead	19,041	356	10,186
Ingram	3,904	23	542
McDonald (part)[1]	889	...	...
McKeesport	55,355	729	27,280
McKees Rocks	17,021	274	5,794
Millvale	7,811	109	2,623
Mt. Lebanon	19,571	108	5,090
Mt. Oliver	6,981	105	3,531
Munhall	13,900	69	2,173
North Braddock	15,679	91	1,402
Oakmont	6,260	61	1,636
Pitcairn	6,310	75	1,421
Pittsburgh	671,659	7,875	337,312
Port Vue	3,601	19	228
Rankin	7,470	89	1,125
Sewick'ley	5,614	85	3,557
Sharpsburg	8,202	139	2,671
Soringdale	4,989	60	1,048
Stowe	12,577	99	1,396
Swissvale	15,919	128	2,714
Tarentum	9,846	174	5,087
Trafford (part)[2]	165	...	...
Turtle Creek	9,805	164	4,219
Verona	4,356	79	1,325
West Homestead	3,526	44	1,817
West View	7,215	47	1,989
Wilkinsburg	29,853	316	10,498
Wilmerding	5,662	80	1,512
Remainder of County	241,409	1,777	23,910
Armstrong	81,087	847	16,972
Apollo	3,232	66	1,477
Ford City	5,795	100	2,163
Freeport	2,710	53	881
Kittanning	7,550	147	5,930
Leechburg	4,275	80	1,997
Remainder of County	57,525	401	4,524
Beaver	156,754	1,805	42,567
Aliquippa	27,023	299	8,362
Ambridge	18,968	277	7,860
Beaver	5,611	70	2,241
Beaver Falls	17,098	335	10,628
Ellwood City (part)[3]	1,426	6	104

PENNSYLVANIA—Continued

Population of County and All Places Over 2,500		No. of Stores	Retail Sales (000 Omitted)
Freedom	3,227	42	[illegible]
Midland	6,373	84	
Monaca	7,061	86	
New Brighton	9,630	125	
Rochester	7,441	144	
Remainder of County	52,866	337	
Bedford	40,809	517	
Bedford	3,268	80	
Remainder of County	37,541	437	
Berks	241,884	4,556	
Birdsboro	3,313	71	
Boyertown	3,983	109	
Hamburg	3,717	144	
Kutztown	2,966	86	
Laureldale	3,397	51	
Mount Penn	3,654	37	
Reading	110,568	2,229	
Shillington	4,932	61	
West Reading	4,907	77	
Wyomissing	3,320	37	
Remainder of County	97,127	1,654	
Blair	140,358	1,678	
Altoona	80,214	994	
Bellwood	2,772	37	
Hollidaysburg	5,910	102	
Roaring Spring	2,724	42	
Tyrone	8,845	130	
Remainder of County	39,893	373	
Bradford	50,615	764	
Athens	4,215	64	
Sayre	7,569	137	
Towanda	4,154	114	
Remainder of County	34,677	449	
Bucks	107,715	1,655	
Bristol	11,895	229	
Doylestown	4,976	117	
Morrisville	5,493	58	
Perkasie	4,121	75	
Quakertown	5,150	129	
Remainder of County	76,080	1,047	
Butler	87,590	1,010	
Butler	24,477	400	
Remainder of County	63,113	610	
Cambria	213,459	2,110	
Barnesboro	3,831	80	
Dale	3,291	8	
East Conemaugh	4,810	40	
Ebensburg	3,719	75	
Ferndale	2,740	16	
Gallitzin	3,618	48	
Johnstown	66,668	823	
Nanty-Glo	6,217	52	
Patton	3,095	47	
Portage	4,123	76	
South Fork	3,023	49	
Spangler	3,201	45	
Westmont	3,741	8	
Remainder of County	101,392	743	
Cameron	6,852	106	
Emporium	3,775	74	
Remainder of County	3,077	32	
Carbon	61,735	922	
East Mauch Chunk	3,392	37	
Lansford	8,710	153	
Lehighton	6,615	124	
Mauch Chunk	3,009	60	
Palmerton	7,475	117	
Summit Hill	5,406	72	
Weatherly	2,754	45	
Remainder of County	24,374	314	
Centre	52,608	681	
Bellefonte	5,304	105	
Philipsburg	3,963	124	
State College	6,226	106	
Remainder of County	37,115	346	
Chester	113,626	1,873	
Coatesville	14,006	291	
Downingtown	4,645	85	
Kennett Square	3,375	64	
Oxford	2,723	83	
Phoenixville	12,232	198	
Soring City	3,022	47	
West Chester	13,239	289	
Remainder of County	82,284	816	
Clarion	38,410	459	
Clarion	3,798	78	
Remainder of County	34,612	381	
Clearfield	92,094	1,051	
Clearfield	9,372	158	
Curwensville	3,422	50	
Du Bois	12,080	212	
Remainder of County	67,220	631	
Clinton	34,557	494	
Lock Haven	10,810	203	
Renovo	3,784	66	
Remainder of County	19,963	225	
Columbia	51,413	680	
Berwick	13,181	181	
Bloomsburg	9,799	170	
Remainder of County	28,433	329	
Crawford	71,644	980	
Meadville	18,919	306	
Titusville	8,126	174	
Remainder of County	44,599	500	

XUM

PENNSYLVANIA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Cumberland	74,806	1,038	$20,564
Camp Hill	3,630	31	539
Carlisle	13,984	259	7,415
Lemoyne	4,358	73	2,143
Mechanicsburg	5,709	104	2,121
New Cumberland	4,525	71	1,153
Shippensburg (part)[4]	4,661	102	2,372
Remainder of County	37,939	398	4,821
Dauphin	177,410	2,658	67,004
Harrisburg	83,893	1,550	50,349
Hummelstown	3,264	53	1,192
Lykens	3,048	55	818
Middletown	7,046	92	1,482
Millersburg	2,959	62	941
Penbrook	3,627	47	763
Steelton	13,115	184	2,367
Williamstown	2,769	71	446
Remainder of County	57,689	544	8,646
Delaware	310,756	3,297	91,077
Chester	59,285	997	26,273
Clifton Heights	4,921	82	1,173
Collingdale	8,162	88	1,359
Darby	10,334	139	4,707
East Lansdowne	3,323	35	572
Glenolden	4,825	35	677
Haverford	27,594	134	2,876
Lansdowne	10,837	85	4,194
Marcus Hook	4,123	94	1,786
Media	5,351	125	3,609
Norwood	3,921	29	589
Prospect Park	5,106	51	1,377
Ridley Park	3,887	23	568
Sharon Hill	4,467	34	389
Swarthmore	4,061	31	1,402
Upper Darby	56,883	546	24,842
Yeadon	8,524	52	1,035
Remainder of County	85,158	717	13,649
Elk	34,443	412	7,592
Johnsonburg	4,955	61	1,142
Ridgway	6,253	95	2,388
St. Marys	7,653	129	3,158
Remainder of County	15,582	127	904
Erie	180,889	2,687	61,868
Corry	6,935	155	3,167
Erie	116,955	1,794	48,283
North East	3,704	86	1,841
Union City	3,843	79	1,643
Wesleyville	2,918	47	862
Remainder of County	46,534	526	6,072
Fayette	200,999	1,819	48,583
Brownsville	8,015	146	3,881
Connellsville	13,608	240	7,079
Masontown	3,721	79	1,550
South Connellsville	2,628	14	180
Uniontown	21,819	409	19,027
Remainder of County	151,208	931	16,866
Forest	5,791	73	916
Franklin	69,378	876	17,517
Chambersburg	14,852	296	8,126
Greencastle	2,511	66	1,116
Shippensburg (part)[4]	583	3	42
Waynesboro	10,231	161	4,129
Remainder of County	41,201	350	4,104
Fulton	10,673	178	1,265
Greene	44,671	421	7,750
Waynesburg	4,891	128	3,550
Remainder of County	39,780	293	4,200
Huntingdon	41,836	545	8,834
Huntingdon	7,170	170	4,298
Mount Union	4,763	87	1,785
Remainder of County	29,903	288	2,751
Indiana	79,854	868	17,298
Blairsville	5,002	102	2,346
Clymer	3,082	38	864
Indiana	10,050	203	7,740
Remainder of County	61,720	525	6,348
Jefferson	54,090	608	12,814
Brockway	2,709	50	962
Brookville	4,397	85	3,111
Punxsutawney	9,482	160	5,019
Reynoldsville	3,675	70	1,186
Remainder of County	33,827	243	2,536
Juniata	15,373	231	2,663
Lackawanna	301,243	4,192	82,450
Archbald	8,296	149	1,319
Blakely	8,106	103	1,214
Carbondale	19,371	317	6,559
Clarks Summit	2,691	46	1,280
Dickson City	11,548	135	1,576
Dunmore	23,086	272	3,133
Jermyn	3,238	60	757
Mayfield	3,172	41	266
Moosic	4,568	44	408
Old Forge	11,892	176	1,812
Olyphant	9,252	141	2,129
Scranton	140,404	2,042	56,317
Taylor	9,002	111	1,139
Throop	7,382	91	782
Winton	7,989	109	818
Remainder of County	31,246	355	2,941
Lancaster	212,504	4,024	72,543
Columbia	11,547	338	3,097
Elizabethtown	4,315	114	2,704
Ephrata	6,199	129	3,664
Lancaster	61,345	1,343	35,661
Lititz	4,840	119	1,833
Manheim	3,831	98	1,574

PENNSYLVANIA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Mount Joy	2,855	72	$1,278
Remainder of County	117,572	1,811	22,732
Lawrence	96,877	1,295	29,603
Ellwood City (part)[3]	10,903	189	5,381
New Castle	47,638	775	21,053
Remainder of County	38,336	331	3,169
Lebanon	72,641	1,125	22,323
Lebanon	27,206	501	12,936
Myerstown	2,692	51	1,060
Palmyra	5,239	89	2,058
Remainder of County	37,504	484	6,269
Lehigh	177,533	2,819	63,964
Allentown	96,904	1,575	48,589
Bethlehem (part)[5]	11,647	92	3,436
Catasauqua	4,764	79	935
Coplay	3,109	44	405
Emmaus	6,731	113	1,683
Fountain Hill	4,804	31	545
Slatington	4,062	125	1,346
Remainder of County	45,512	760	7,025
Luzerne	441,518	6,277	110,921
Ashley	6,371	93	1,106
Avoca	4,771	76	843
Dupont	5,278	71	671
Duryea	8,275	97	1,013
Edwardsville	7,998	112	1,028
Exeter	5,802	88	674
Forty Fort	6,293	59	1,067
Freeland	6,593	151	1,614
Hanover (twp.)	16,439	225	1,297
Hazleton	38,009	605	16,935
Kingston	20,679	286	7,538
Larksville	8,467	75	422
Luzerne	7,082	129	2,190
Nanticoke	24,387	429	6,574
Pittston	17,828	352	7,136
Plains (twp.)	15,621	163	1,365
Plymouth	15,507	273	3,520
Sugar Notch	2,505	27	181
Swoyerville	9,234	102	523
West Hazleton	7,523	112	1,440
West Pittston	7,943	73	1,356
West Wyoming	2,992	35	263
Wilkes-Barre	86,236	1,492	41,483
Wyoming	4,728	80	1,110
Remainder of County	104,957	1,072	9,572
Lycoming	93,633	1,381	28,943
Jersey Shore	5,432	98	1,806
Montoursville	3,019	51	1,092
Muncy	2,606	64	938
South Williamsport	6,033	60	945
Williamsport	44,355	758	20,921
Remainder of County	32,188	350	3,241
McKean	56,673	767	18,595
Bradford	17,691	293	10,162
Kane	6,133	126	2,960
Remainder of County	32,849	348	5,473
Mercer	101,039	1,359	31,564
Farrell	13,899	193	3,169
Greenville	8,149	161	4,809
Grove City	6,296	117	3,193
Sharon	25,622	384	13,895
Sharpsville	5,129	70	1,071
Remainder of County	41,944	434	5,427
Mifflin	42,993	651	11,841
Burnham	2,997	38	337
Lewistown	13,017	306	8,747
Remainder of County	26,979	307	2,757
Monroe	29,802	673	11,019
East Stroudsburg	6,404	114	2,249
Stroudsburg	6,186	157	5,353
Remainder of County	17,212	402	3,417
Montgomery	289,247	4,161	103,083
Abington	20,857	175	2,746
Ambler	3,953	101	2,415
Bridgeport	5,904	85	1,080
Cheltenham	19,082	128	4,255
Conshohocken	10,776	164	2,455
Hatboro	2,605	60	1,343
Jenkintown	5,024	117	8,798
Lansdale	9,316	149	4,489
Lower Merion	39,566	468	20,618
Narberth	5,217	47	1,873
Norristown	38,181	642	16,922
Pottstown	20,194	431	11,307
Royersford	3,605	63	1,011
Souderton	4,036	93	2,505
Remainder of County	100,931	1,438	21,266
Montour	15,466	173	2,764
Danville	7,122	134	2,556
Remainder of County	8,344	39	208
Northampton	168,959	2,598	55,759
Bangor	5,687	124	2,388
Bethlehem (part)[5]	46,843	807	18,321
Easton	33,589	619	20,469
Hellertown	4,031	51	892
Nazareth	5,721	96	2,518
North Catasauqua	2,530	24	144
Northampton	9,622	141	2,730
Pen Argyl	4,059	63	869
Wilson	8,217	76	1,355
Remainder of County	48,660	797	6,073

PENNSYLVANIA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Northumberland	126,887	1,874	$30,010
Kulpmont	6,159	92	835
Milton	8,313	150	2,885
Mount Carmel	17,780	284	4,191
Northumberland	4,469	74	1,038
Shamokin	18,810	374	8,811
Sunbury	15,462	273	7,113
Remainder of County	55,894	627	5,137
Perry	23,213	324	3,891
Philadelphia	1,931,334	30,099	766,622
Philadelphia (Coextensive with Philadelphia)	1,931,334	30,099	766,622
Pike	7,452	165	1,609
Potter	18,201	279	4,798
Coudersport	3,197	72	1,878
Remainder of County	15,004	207	2,920
Schuylkill	228,331	3,804	51,551
Ashland	7,045	170	2,125
Coaldale	6,163	85	580
Frackville	8,035	135	1,579
Gilberton	3,710	34	164
Girardville	4,602	123	1,085
McAdoo	5,127	125	805
Mahanoy	13,442	315	4,015
Minersville	8,686	196	2,103
Port Carbon	3,279	52	543
Pottsville	24,530	443	14,292
St. Clair	6,809	108	1,132
Schuylkill Haven	6,158	116	2,405
Shenandoah	19,790	415	6,558
Tamqua	12,486	227	4,021
Remainder of County	98,109	1,260	10,154
Snyder	20,208	280	2,759
Selinsgrove	2,877	77	1,074
Remainder of County	17,331	203	1,685
Somerset	84,957	940	18,754
Meyersdale	3,250	72	1,545
Somerset	5,430	128	5,134
Windber	9,057	93	1,934
Remainder of County	67,220	647	10,141
Sullivan	7,504	134	972
Susquehanna	33,893	480	6,487
Forest City	4,266	67	1,033
Susquehanna Depot	2,740	61	940
Remainder of County	26,887	352	4,514
Tioga	35,004	488	8,179
Wellsboro	3,665	83	2,629
Remainder of County	31,339	405	5,550
Union	20,247	317	4,036
Lewisburg	3,571	96	1,817
Remainder of County	16,676	221	2,219
Venango	63,958	698	17,281
Franklin	9,948	201	4,927
Oil City	20,379	282	9,749
Polk	3,690	6	108
Remainder of County	29,941	209	2,497
Warren	42,789	473	16,967
Warren	14,891	225	13,248
Remainder of County	27,898	248	3,719
Washington	210,852	2,444	55,870
Bentleyville	3,428	50	1,250
Canonsburg	12,599	201	4,765
Centerville	6,317	23	283
Charleroi	10,784	208	7,631
Donora	13,180	194	4,162
McDonald (part)[1]	2,641	72	1,765
Monongahela	8,825	151	3,325
North Charleroi	2,674	19	174
Washington	26,166	472	16,294
Remainder of County	124,238	1,054	16,221
Wayne	29,934	453	7,287
Honesdale	5,687	144	3,820
Remainder of County	24,247	309	3,467
Westmoreland	303,411	3,333	75,159
Arnold	10,898	89	1,722
Derry	3,003	48	888
Greensburg	16,743	303	12,760
Irwin	3,441	87	2,606
Jeannette	16,220	195	5,656
Latrobe	11,111	183	4,647
Monessen	20,257	271	5,436
Mount Pleasant	5,824	124	3,409
New Kensington	24,055	336	12,898
North Bellevernon	3,022	39	859
Scottdale	6,493	97	2,423
South Greensburg	2,616	28	450
Southwest Greensburg	3,002	20	397
Trafford (part)[2]	3,852	47	739
Vandergrift	10,725	141	4,032
West Newton	2,765	53	1,220
Youngwood	2,546	42	628
Remainder of County	156,838	1,230	14,389
Wyoming	16,702	290	4,440

PENNSYLVANIA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
York	178,022	2,350	$55,322
Dallastown	2,917	35	408
Hanover	13,076	271	7,169
Red Lion	4,891	93	2,445
West York	5,590	50	778
York	56,712	970	29,908
Remainder of County	94,836	931	14,614

[1] McDonald is in Allegheny and Washington Counties.
[2] Trafford is in Allegheny and Westmoreland Counties.
[3] Ellwood City is in Beaver and Lawrence Counties.
[4] Shippensburg is in Cumberland and Franklin Counties.
[5] Bethlehem is in Lehigh and Northampton Counties.

RHODE ISLAND

State Total	713,346	10,485	$275,447
Bristol	25,548	350	5,812
Barrington	6,231	35	492
Bristol	11,159	176	2,353
Warren	8,158	139	2,967
Kent	58,311	909	16,648
East Greenwich	3,842	94	2,107
Warwick	28,757	395	5,719
West Warwick	18,188	310	7,158
Remainder of County	7,524	110	1,664
Newport	46,696	720	17,316
Newport	30,532	484	13,259
Remainder of County	16,164	236	4,057
Providence	550,298	7,919	221,859
Burrillville	8,185	112	1,774
Central Falls	25,248	350	4,799
Cranston	47,085	427	9,410
Cumberland	10,625	162	1,673
East Providence	32,165	351	8,466
Johnston	10,672	131	1,255
Lincoln	10,577	105	1,499
North Providence	12,156	149	2,252
Pawtucket	75,797	1,169	36,185
Providence	253,504	4,010	131,847
Woonsocket	49,303	735	19,317
Remainder of County	14,981	218	3,382
Washington	32,493	587	13,812
Westerly	11,199	213	6,919
Remainder of County	21,294	374	6,893

SOUTH CAROLINA

State Total	1,899,804	18,520	$332,224
Abbeville	22,931	263	2,511
Abbeville	4,930	101	1,522
Honea Path (part)[1]	20	...	....
Remainder of County	17,981	162	989
Aiken	49,916	582	6,238
Aiken	6,168	178	3,010
Remainder of County	43,748	404	3,228
Allendale	13,040	132	1,261
Anderson	88,712	878	14,814
Anderson	19,424	288	8,864
Honea Path (part)[1]	2,745	63	798
Williamston	2,509	35	305
Remainder of County	64,034	492	4,847
Bamberg	18,643	196	2,572
Bamberg	3,000	57	1,201
Remainder of County	15,643	139	1,371
Barnwell	20,138	226	2,089
Beaufort	22,037	234	2,521
Beaufort	3,185	75	1,735
Remainder	18,852	159	786
Berkeley	27,128	207	1,938
Calhoun	16,229	159	1,791
Charleston	121,105	1,416	32,781
Charleston	71,275	1,020	29,064
Remainder of County	49,830	396	3,717
Cherokee	33,290	306	4,409
Gaffney	7,636	149	3,263
Remainder of County	25,654	157	1,146
Chester	32,579	268	5,074
Chester	6,392	123	3,248
Remainder of County	26,187	145	1,826
Chesterfield	35,963	317	4,225
Cheraw	4,497	94	1,824
Remainder of County	31,466	223	2,401
Clarendon	31,500	211	2,953
Colleton	26,268	250	3,324
Walterboro	3,373	91	2,382
Remainder of County	22,895	159	942
Darlington	45,198	416	7,159
Darlington	6,236	121	2,498
Hartsville	5,399	116	3,351
Remainder of County	33,563	179	1,310
Dillon	29,625	256	3,804
Dillon	3,867	110	2,383
Remainder of County	25,758	146	1,421

XUM

SOUTH CAROLINA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Dorchester	19,928	209	$2,434
Summerville	3,023	62	1,158
Remainder of County	16,905	147	1,276
Edgefield	17,894	174	1,950
Fairfield	24,187	183	2,635
Winnsboro	3,181	73	1,785
Remainder of County	21,006	110	850
Florence	70,582	723	14,600
Florence	16,054	326	9,061
Remainder of County	54,528	397	5,539
Georgetown	26,352	281	3,932
Georgetown	5,559	110	2,672
Remainder of County	20,793	171	1,260
Greenville	136,580	1,358	37,737
Greenville	34,734	594	26,051
Greer (part)[2]	2,349	111	3,149
Remainder of County	99,497	653	8,537
Greenwood	40,083	497	8,979
Greenwood	13,020	262	6,372
Remainder of County	27,063	235	2,607
Hampton	17,465	144	1,442
Horry	51,951	483	8,181
Conway	5,066	140	4,255
Remainder of County	46,885	343	3,926
Jasper	11,011	73	640
Kershaw	32,913	317	3,835
Camden	5,747	161	2,546
Remainder of County	27,166	156	1,289
Lancaster	33,542	264	4,904
Lancaster	4,430	118	3,080
Remainder of County	29,112	146	1,824
Laurens	44,185	423	6,534
Clinton	5,704	102	2,047
Laurens	6,894	136	3,069
Remainder of County	31,587	185	1,418
Lee	24,908	219	2,878
Bishopville	2,995	89	2,189
Remainder of County	21,913	130	689
Lexington	35,994	391	4,033
Batesburg (part)[3]	2,745	63	862
Remainder of County	33,249	328	3,171
McCormick	10,367	98	867
Marion	30,107	289	5,141
Marion	5,746	91	1,888
Mullins	4,392	104	2,477
Remainder of County	19,969	94	776
Marlboro	33,281	269	4,320
Bennettsville	4,895	119	2,830
Remainder of County	28,386	150	1,490
Newberry	33,577	380	5,529
Newberry	7,510	164	3,450
Whitmire	3,272	37	759
Remainder of County	22,795	179	1,320
Oconee	36,512	313	4,283
Walhalla	2,820	52	960
Remainder of County	33,692	261	3,323
Orangeburg	63,707	737	9,585
Orangeburg	10,521	250	5,547
Remainder of County	53,186	487	4,038
Pickens	37,111	365	4,883
Easley	5,183	86	2,225
Remainder of County	31,928	279	2,658
Richland	104,843	1,192	35,128
Columbia	62,396	918	33,193
Eau Claire	3,508	28	341
Remainder of County	38,939	246	1,594
Saluda	17,192	165	1,151
Batesburg (part)[3]	188	...	...
Remainder of County	17,004	165	1,151
Spartanburg	127,733	1,085	27,190
Greer (part)[2]	591	3	213
Spartanburg	32,249	486	18,591
Woodruff	3,508	59	1,019
Remainder of County	91,385	537	7,367
Sumter	52,463	432	9,964
Sumter	15,874	268	8,677
Remainder of County	36,589	164	1,287
Union	31,360	265	5,337
Union	8,478	139	3,841
Remainder of County	22,882	126	1,496
Williamsburg	41,011	296	3,829
Kingstree	3,182	100	2,290
Remainder of County	37,829	196	1,539
York	58,663	578	10,839
Clover	3,067	51	781
Fort Mill	2,919	53	1,270
Rock Hill	15,009	243	6,155
York	3,495	63	1,265
Remainder of County	34,173	168	1,368

[1]Honea Path is in Abbeville and Anderson Counties.
[2]Greer is in Greenville and Spartanburg Counties.
[3]Batesburg is in Lexington and Saluda Counties.

SOUTH DAKOTA

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
State Total	642,961	9,817	169,396
Armstrong	42	...	...
Aurora	5,387	88	823
Beadle	19,648	294	6,749
Huron	10,843	196	5,941
Remainder of County	8,805	98	808
Bennett	3,983	54	478
Bon Homme	10,241	153	1,817
Brookings	16,560	256	5,238
Brookings	5,346	136	3,928
Remainder of County	11,214	120	1,310
Brown	29,676	452	11,126
Aberdeen	17,015	294	9,489
Remainder of County	12,661	158	1,637
Brule	6,195	130	1,697
Buffalo	1,853	11	96
Butte	8,004	170	3,337
Campbell	5,033	51	483
Charles Mix	13,449	143	1,732
Clark	8,955	130	1,514
Clay	9,592	142	2,264
Vermillion	3,324	85	1,684
Remainder of County	6,268	57	580
Codington	17,014	289	7,693
Watertown	10,617	219	7,106
Remainder of County	6,397	70	587
Corson	6,755	85	821
Custer	6,023	112	1,566
Davison	15,336	311	7,277
Mitchell	10,633	242	6,738
Remainder of County	4,703	69	539
Day	13,565	198	3,067
Deuel	8,450	117	1,195
Dewey	5,709	86	805
Douglas	6,348	100	960
Edmunds	7,814	92	1,132
Fall River	8,089	150	2,042
Hot Springs	4,083	96	1,438
Remainder of County	4,006	54	604
Faulk	5,168	114	936
Grant	10,552	155	2,132
Milbank	2,745	70	1,533
Remainder of County	7,807	85	599
Gregory	9,554	140	1,608
Haakon	3,515	68	927
Hamlin	7,562	130	1,286
Hand	7,166	80	1,389
Hanson	5,400	61	588
Harding	3,010	35	373
Hughes	6,624	123	2,802
Pierre	4,322	94	2,534
Remainder of County	2,302	29	268
Hutchinson	12,668	173	2,163
Hyde	3,113	41	789
Jackson	1,955	57	513
Jerauld	4,752	84	1,031
Jones	2,509	46	559
Kingsbury	10,831	209	2,328
Lake	12,412	200	3,421
Madison	5,018	113	2,807
Remainder of County	7,394	87	614
Lawrence	19,093	291	7,088
Deadwood	4,100	92	2,895
Lead	7,520	69	2,576
Remainder of County	7,473	130	1,617
Lincoln	13,171	171	2,346
Canton	2,518	59	1,308
Remainder of County	10,653	112	1,038
Lyman	5,045	91	848
McCook	9,793	166	1,566
McPherson	8,353	100	1,017
Marshall	8,880	135	2,066
Meade	9,735	157	2,068
Mellette	4,107	50	351
Miner	6,836	100	1,062
Minnehaha	57,697	881	26,101
Sioux Falls	40,832	600	23,285
Remainder of County	16,865	281	2,816
Moody	9,341	131	1,905
Pennington	23,799	449	11,535
Rapid City	13,844	279	10,450
Remainder of County	9,955	170	1,085
Perkins	6,585	95	1,408
Potter	4,614	122	1,157
Roberts	15,887	209	2,984
Sanborn	5,754	98	934
Shannon	5,366	23	301
Spink	12,527	222	2,708
Stanley	1,959	27	323
Sully	2,668	34	383
Todd	5,714	48	409
Tripp	9,937	144	2,618
Turner	13,270	223	2,247
Union	11,675	166	2,232
Walworth	7,274	112	1,938
Mobridge	3,008	59	1,403
Remainder of County	4,266	53	535
Washabaugh	1,980	13	80
Washington	1,789	8	72
Yankton	16,725	197	4,669
Yankton	6,798	139	4,252
Remainder of County	9,927	58	417
Ziebach	2,875	24	223

TENNESSEE

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
State Total	2,915,841	28,198	$606,489
Anderson	26,504	206	3,123
Bedford	23,151	220	4,107
Shelbyville	6,537	134	3,482
Remainder of County	16,614	86	625
Benton	11,976	117	1,241
Bledsoe	8,358	61	613
Blount	41,116	283	6,347
Alcoa	5,131	19	393
Maryville	5,609	127	4,778
Remainder of County	30,376	137	1,176
Bradley	28,498	290	4,948
Cleveland	11,351	192	4,354
Remainder of County	17,147	98	594
Campbell	31,131	259	4,356
LaFollette	4,010	64	1,906
Remainder of County	27,121	195	2,450
Cannon	9,880	91	616
Carroll	25,978	266	3,086
Carter	35,127	280	5,168
Elizabethton	8,516	135	4,241
Remainder of County	26,611	145	927
Cheatham	9,928	104	929
Chester	11,124	106	1,025
Claiborne	24,657	203	1,669
Clay	10,904	87	498
Cocke	24,083	210	2,215
Newport	3,575	90	1,678
Remainder of County	20,508	120	537
Coffee	18,959	208	2,696
Tullahoma	4,549	82	1,546
Remainder of County	14,410	126	1,150
Crockett	17,330	168	1,723
Cumberland	15,592	102	1,519
Davidson	257,267	3,160	90,782
Nashville	167,402	2,474	80,389
Remainder of County	89,865	686	10,393
Decatur	10,261	107	837
De Kalb	14,588	122	1,179
Dickson	19,718	199	2,749
Dickson	3,504	88	1,954
Remainder of County	16,214	111	795
Dyer	34,920	323	7,239
Dyersburg	10,034	174	5,448
Remainder of County	24,886	149	1,791
Fayette	30,322	150	2,013
Fentress	14,262	90	1,213
Franklin	23,892	168	3,018
Winchester	2,760	56	1,706
Remainder of County	21,132	112	1,312
Gibson	44,835	440	6,109
Humboldt	5,160	91	1,531
Milan	3,035	75	1,484
Trenton	3,400	76	1,303
Remainder of County	33,240	198	1,791
Giles	29,240	298	3,963
Pulaski	5,314	142	3,045
Remainder of County	23,926	156	918
Grainger	14,356	106	857
Greene	39,405	362	5,329
Greeneville	6,784	147	4,194
Remainder of County	32,621	215	1,135
Grundy	11,552	80	794
Hamblen	18,611	176	3,947
Morristown	8,050	132	3,683
Remainder of County	10,561	44	264
Hamilton	180,478	2,244	60,172
Chattanooga	128,163	1,853	55,920
Remainder of County	52,315	391	4,252
Hancock	11,231	87	410
Hardeman	23,590	206	2,226
Hardin	17,806	144	1,358
Hawkins	28,523	256	2,454
Haywood	27,699	196	2,985
Brownsville	4,012	100	2,271
Remainder of County	23,687	96	714
Henderson	19,220	153	1,938
Henry	25,877	258	4,171
Paris	6,395	141	3,414
Remainder of County	19,482	117	757
Hickman	14,873	124	1,041
Houston	6,432	61	497
Humphreys	12,421	101	1,270
Jackson	15,082	117	1,001
Jefferson	18,621	127	1,712
Johnson	12,998	104	711
Knox	178,468	1,808	56,408
Knoxville	111,580	1,445	52,702
Remainder of County	66,888	363	3,706
Lake	11,235	121	1,670
Lauderdale	24,461	246	3,722
Ripley	2,784	89	2,108
Remainder of County	21,677	157	1,614
Lawrence	28,726	246	3,772
Lawrenceburg	3,807	105	2,648
Remainder of County	24,919	141	1,124
Lewis	5,849	50	698
Lincoln	27,214	234	3,872
Fayetteville	4,684	104	2,792
Remainder of County	22,530	130	1,080

TENNESSEE—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Loudon	19,838	173	$2,[illegible]
Lenoir	4,373	65	1,[illegible]
Loudon	3,017	47	1,[illegible]
Remainder of County	12,448	61	[illegible]
McMinn	30,781	277	5,[illegible]
Athens	6,930	117	3,[illegible]
Etowah	3,362	68	1,[illegible]
Remainder of County	20,489	92	[illegible]
McNairy	20,424	181	1,[illegible]
Macon	14,904	149	[illegible]
Madison	54,115	488	12,[illegible]
Jackson	24,332	348	11,[illegible]
Remainder of County	29,783	140	[illegible]
Marion	19,140	195	2,[illegible]
Marshall	16,030	153	3,[illegible]
Lewisburg	3,582	83	2,[illegible]
Remainder of County	12,448	70	[illegible]
Maury	40,357	412	7,[illegible]
Columbia	10,579	207	6,[illegible]
Mount Pleasant	3,089	61	[illegible]
Remainder of County	26,689	144	[illegible]
Meigs	6,393	34	[illegible]
Monroe	24,275	152	2,[illegible]
Sweetwater	2,593	52	1,[illegible]
Remainder of County	21,682	100	1,[illegible]
Montgomery	33,346	376	6,[illegible]
Clarksville	11,821	233	5,[illegible]
Remainder of County	21,525	143	[illegible]
Moore	4,093	28	[illegible]
Morgan	15,242	119	[illegible]
Obion	30,978	337	5,[illegible]
Union City	7,256	161	3,[illegible]
Remainder of County	23,722	176	1,[illegible]
Overton	18,883	133	1,[illegible]
Perry	7,535	68	[illegible]
Pickett	6,213	59	[illegible]
Polk	15,473	140	2,[illegible]
Putnam	26,250	253	3,[illegible]
Cookeville	4,364	95	2,[illegible]
Remainder of County	21,886	158	1,[illegible]
Rhea	16,353	138	2,[illegible]
Roane	27,795	243	3,[illegible]
Harriman	5,620	85	1,[illegible]
Rockwood	3,981	60	1,[illegible]
Remainder of County	18,194	98	[illegible]
Robertson	29,046	297	3,[illegible]
Springfield	6,668	136	2,[illegible]
Remainder of County	22,378	161	1,[illegible]
Rutherford	64,604	339	6,[illegible]
Murfreesboro	9,495	194	4,[illegible]
Remainder of County	24,109	145	1,[illegible]
Scott	15,966	113	1,[illegible]
Sequatchie	5,038	33	[illegible]
Sevier	23,291	142	2,[illegible]
Shelby	358,250	3,897	140,[illegible]
Memphis	292,942	3,363	135,[illegible]
Remainder of County	65,308	534	5,[illegible]
Smith	16,148	166	1,[illegible]
Stewart	13,549	101	[illegible]
Sullivan	69,085	506	17,[illegible]
Bristol (Tenn. only)	14,004	142	6,[illegible]
Kingsport	14,404	150	9,[illegible]
Remainder of County	40,677	214	1,[illegible]
Sumner	32,719	273	3,[illegible]
Gallatin	4,829	97	2,[illegible]
Remainder of County	27,890	176	1,[illegible]
Tipton	28,036	207	3,[illegible]
Covington	3,513	97	2,[illegible]
Remainder of County	24,523	110	1,[illegible]
Trousdale	6,113	52	[illegible]
Unicoi	14,128	153	1,[illegible]
Erwin	3,350	69	1,[illegible]
Remainder of County	10,778	84	[illegible]
Union	9,030	76	[illegible]
Van Buren	4,090	23	[illegible]
Warren	19,764	185	2,[illegible]
McMinnville	4,649	105	2,[illegible]
Remainder of County	15,115	80	[illegible]
Washington	51,631	578	13,[illegible]
Johnson City	25,332	384	12,[illegible]
Remainder of County	26,299	194	1,[illegible]
Wayne	13,638	111	3,[illegible]
Weakley	29,498	311	1,[illegible]
Martin	3,587	92	[illegible]
Remainder of County	25,911	219	2,[illegible]
White	15,983	139	1,[illegible]
Williamson	25,220	233	3,[illegible]
Franklin	4,120	110	2,[illegible]
Remainder of County	21,100	123	[illegible]
Wilson	25,267	230	3,[illegible]
Lebanon	5,950	101	2,[illegible]
Remainder of County	19,317	129	1,[illegible]

TEXAS

State Total	6,414,824	85,249	$1,[illegible]
Anderson	37,092	437	6,[illegible]
Palestine	12,144	252	5,[illegible]
Remainder of County	24,948	185	1,[illegible]

TEXAS—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Andrews	1,277	26	$343
Angelina	32,201	307	6,468
Lufkin	9,567	175	5,158
Remainder of County	22,634	132	1,310
Aransas	3,469	56	658
Aransas Pass (part)[3]	348	7	51
Remainder of County	3,121	49	607
Archer	7,599	120	1,265
Armstrong	2,495	38	466
Atascosa	19,275	232	2,298
Austin	17,384	244	2,788
Bailey	6,318	80	1,323
Bandera	4,234	52	556
Bastrop	21,610	243	2,921
Smithville	3,100	61	1,023
Remainder of County	18,510	182	1,898
Baylor	7,755	126	1,971
Seymour	3,328	105	1,853
Remainder of County	4,427	21	118
Bee	16,481	271	4,729
Beeville	6,789	179	3,980
Remainder of County	9,692	92	749
Bell	44,863	625	10,212
Belton	3,572	88	996
Temple	15,344	290	6,918
Remainder of County	25,947	247	2,298
Bexar	338,176	4,594	110,282
Alamo Heights	5,700	36	1,540
San Antonio	253,854	3,911	103,028
Remainder of County	78,622	647	5,714
Blanco	4,264	65	888
Borden	1,396	6	24
Bosque	15,761	230	2,344
Bowie	50,208	629	11,598
Texarkana (Texas only)	17,019	332	8,491
Remainder of County	33,189	297	3,107
Brazoria	27,069	334	6,799
Freeport	2,579	47	848
Remainder of County	24,490	287	5,951
Brazos	26,977	294	8,064
Bryan	11,842	205	6,984
Remainder of County	15,135	89	1,080
Brewster	6,478	115	2,000
Alpine	3,866	78	1,623
Remainder of County	2,612	37	377
Briscoe	4,056	81	799
Brooks	6,362	72	1,442
Brown	25,924	424	7,401
Brownwood	13,398	297	6,851
Remainder of County	12,526	127	550
Burleson	18,334	198	2,165
Burnet	10,771	148	1,902
Caldwell	24,893	332	5,796
Lockhart	5,018	128	2,383
Lulling	4,437	117	2,573
Remainder of County	15,438	87	840
Calhoun	5,911	88	1,065
Callahan	11,568	171	1,988
Cameron	83,202	1,265	17,747
Brownsville	22,083	398	5,758
Harlingen	13,306	301	7,353
San Benito	9,501	223	2,609
Remainder of County	38,312	343	2,027
Camp	10,285	133	1,329
Pittsburg	2,916	98	1,194
Remainder of County	7,369	35	135
Carson	6,624	108	1,781
Cass	33,496	282	4,911
Castro	4,631	54	911
Chambers	7,511	97	1,932
Cherokee	43,970	466	6,936
Jacksonville	7,213	172	3,516
Rusk	5,699	59	1,455
Remainder of County	31,058	235	1,965
Childress	12,149	203	3,870
Childress	6,464	165	3,556
Remainder of County	5,685	38	314
Clay	12,524	180	1,978
Cochran	3,735	62	654
Coke	4,590	49	617
Coleman	20,571	297	3,816
Coleman	6,054	150	2,712
Remainder of County	14,517	147	1,104
Collin	47,190	567	8,136
McKinney	8,555	169	4,241
Remainder of County	38,635	398	3,895
Collingsworth	10,331	147	2,272
Wellington	3,308	99	1,943
Remainder of County	7,023	48	329
Colorado	17,812	251	4,166
Comal	12,321	227	3,733
New Braunfels	6,976	153	3,090
Remainder of County	5,345	74	643
Comanche	19,245	189	2,281
Comanche	3,209	68	1,102
Remainder of County	16,036	121	1,179
Concho	6,192	99	1,195

TEXAS—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Cooke	24,909	301	$5,841
Gainesville	9,651	200	4,890
Remainder of County	15,258	101	951
Coryell	20,226	227	2,598
Gatesville	3,177	99	1,805
Remainder of County	17,049	128	793
Cottle	7,079	113	1,952
Paducah	2,677	97	1,838
Remainder of County	4,402	16	114
Crane	2,841	55	894
Crockett	2,809	42	1,169
Crosby	10,046	134	1,961
Culberson	1,653	45	691
Dallam	6,494	128	2,602
Dalhart (part)[2]	4,441	101	2,457
Remainder of County	2,053	27	145
Dallas	398,564	5,217	188,536
Dallas	294,734	4,294	172,904
Highland Park	10,288	28	1,539
University Park	14,458	48	1,632
Remainder of County	79,084	847	12,461
Dawson	15,367	226	4,393
Lamesa	6,038	168	3,981
Remainder of County	9,329	58	412
Deaf Smith	6,056	95	2,587
Hereford	2,584	86	2,480
Remainder of County	3,472	9	107
Delta	12,858	116	1,545
Cooper	2,537	59	1,201
Remainder of County	10,321	57	344
Denton	33,658	469	8,437
Denton	11,192	237	6,138
Remainder of County	22,466	232	2,299
De Witt	24,935	384	6,164
Cuero	5,474	128	2,486
Yoakum (part)[3]	1,944	85	1,866
Remainder of County	17,517	171	1,812
Dickens	7,847	101	2,225
Dimmit	8,542	83	1,034
Donley	7,487	112	1,802
Duval	20,565	249	3,700
San Diego	2,674	66	891
Remainder of County	17,891	183	2,809
Eastland	30,345	477	7,006
Cisco	4,868	109	1,742
Eastland	3,849	95	1,729
Ranger	4,553	122	1,911
Remainder of County	17,075	151	1,624
Ector	15,051	267	9,025
Odessa	9,573	208	8,422
Remainder of County	5,478	59	603
Edwards	2,933	46	471
Ellis	47,733	701	9,392
Ennis	7,087	183	2,678
Waxahachie	8,655	209	4,098
Remainder of County	31,991	309	2,616
El Paso	131,067	1,706	42,480
El Paso	96,810	1,361	39,115
Remainder of County	34,257	345	3,365
Erath	20,760	230	3,757
Dublin	2,546	51	997
Stephenville	4,768	114	2,365
Remainder of County	13,446	65	395
Falls	35,984	367	5,080
Marlin	6,542	154	2,960
Remainder of County	29,442	213	2,120
Fannin	41,064	466	5,883
Bonham	6,349	144	2,700
Remainder of County	34,715	322	3,183
Fayette	29,246	398	4,739
La Grange	2,531	83	1,545
Remainder of County	26,715	315	3,194
Fisher	12,932	139	1,734
Floyd	10,659	123	2,607
Floydada	2,726	68	1,862
Remainder of County	7,933	55	745
Foard	5,237	77	1,057
Fort Bend	32,963	416	7,209
Franklin	8,378	66	1,027
Freestone	21,138	251	2,987
Teague	3,157	67	1,231
Remainder of County	17,981	184	1,756
Frio	9,207	124	1,334
Pearsall	3,164	60	858
Remainder of County	6,043	64	476
Gaines	8,136	169	3,122
Galveston	81,173	1,417	30,591
Galveston	60,862	1,052	24,793
Texas City	5,748	97	2,643
Remainder of County	14,563	268	3,155
Garza	5,678	86	1,615
Gillespie	10,670	185	2,701
Fredericksburg	3,544	132	2,360
Remainder of County	7,126	53	341
Glasscock	1,193	13	96
Goliad	8,798	92	1,194

TEXAS—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Gonzales	26,075	302	$3,927
Gonzales	4,722	116	1,842
Remainder of County	21,353	186	2,085
Gray	23,911	362	10,186
Pampa	12,895	246	8,544
Remainder of County	11,016	116	1,642
Grayson	69,499	1,018	17,982
Denison	15,581	281	6,423
Sherman	17,156	315	8,114
Remainder of County	36,762	422	3,445
Gregg	58,027	951	22,320
Longview	13,758	288	8,661
Gladewater (part)[4]	4,437	122	3,247
Kilgore (part)[5]	6,645	181	7,254
Remainder of County	33,187	360	3,158
Grimes	21,960	186	3,066
Navasota	6,138	85	1,762
Remainder of County	15,822	101	1,304
Guadalupe	25,596	349	4,192
Seguin	7,006	195	3,078
Remainder of County	18,590	154	1,114
Hale	18,813	295	7,319
Plainview	8,263	180	5,472
Remainder of County	10,550	115	1,847
Hall	12,117	193	2,999
Memphis	3,869	106	2,111
Remainder of County	8,248	87	888
Hamilton	13,303	208	2,726
Hamilton	2,716	88	1,800
Remainder of County	10,587	120	926
Hansford	2,783	54	1,246
Hardeman	11,073	188	2,759
Quanah	3,767	106	2,091
Remainder of County	7,306	82	668
Hardin	15,875	198	3,049
Harris	528,961	6,413	213,998
Goose Creek	6,929	117	4,522
Houston	384,514	5,148	193,965
Pasadena	3,436	48	1,058
Pelly	3,712	53	781
Remainder of County	130,370	1,047	13,672
Harrison	50,900	458	9,163
Marshall	18,410	272	7,484
Remainder of County	32,490	186	1,679
Hartley	1,873	19	197
Dalhart (part)[2]	241	...	...
Remainder of County	1,632	19	197
Haskell	14,905	199	2,585
Haskell	3,051	86	1,615
Remainder of County	11,854	113	970
Hays	15,349	209	2,999
San Marcos	6,006	137	2,349
Remainder of County	9,343	72	650
Hemphill	4,170	69	1,461
Henderson	31,822	306	4,705
Athens	4,765	121	2,985
Remainder of County	27,057	185	1,720
Hidalgo	106,059	1,243	19,632
Donna	4,712	74	800
Edinburg	8,718	147	2,849
McAllen	11,877	249	6,255
Mercedes	7,624	118	1,999
Mission	5,982	130	2,098
Pharr	4,784	77	929
Weslaco	6,883	126	2,313
Remainder of County	55,479	322	2,389
Hill	38,355	481	6,223
Hillsboro	7,799	180	3,409
Remainder of County	30,556	301	2,814
Hockley	12,693	151	2,674
Hood	6,674	100	880
Hopkins	30,274	371	5,451
Sulphur Springs	6,742	211	4,349
Remainder of County	23,532	160	1,102
Houston	31,137	249	3,765
Crockett	4,536	110	2,517
Remainder of County	26,601	139	1,248
Howard	20,990	394	9,833
Big Spring	12,604	307	9,109
Remainder of County	8,386	87	724
Hudspeth	3,149	66	478
Hunt	48,793	680	11,102
Commerce	4,699	107	1,969
Greenville	13,995	324	7,335
Remainder of County	30,099	249	1,798
Hutchinson	19,069	210	6,815
Borger	10,018	164	5,908
Remainder of County	9,051	46	907
Irion County	1,963	34	305
Jack	10,206	172	1,867
Jackson	11,720	148	2,119
Jasper	17,491	193	3,055
Jasper	3,497	86	1,746
Remainder of County	13,994	107	1,309
Jeff Davis	2,375	33	257
Jefferson	145,329	1,906	54,471
Beaumont	59,061	917	30,156

TEXAS—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Port Arthur	46,140	626	$20,472
Remainder of County	40,128	363	3,843
Jim Hogg	5,449	106	1,487
Jim Wells	20,239	299	5,757
Alice	7,792	168	4,675
Remainder of County	12,447	131	1,082
Johnson	30,384	433	6,473
Cleburne	10,558	240	4,499
Remainder of County	19,826	193	1,974
Jones	23,378	329	5,740
Stamford	4,810	110	2,776
Remainder of County	18,568	219	2,964
Karnes	19,248	242	3,264
Kenedy	2,891	86	1,639
Remainder of County	16,357	156	1,625
Kaufman	38,308	483	6,317
Kaufman	2,654	81	1,330
Terrell	10,481	180	3,037
Remainder of County	25,173	222	1,950
Kendall	5,080	107	1,340
Kenedy	700	3	18
Kent	3,413	45	464
Kerr	11,650	187	4,595
Kerrville	5,572	135	3,982
Remainder of County	6,078	52	613
Kimble	5,064	75	1,318
King	1,066	14	200
Kinney	4,533	55	676
Kleberg	13,344	189	3,576
Kingsville	7,782	153	3,421
Remainder of County	5,562	36	155
Knox	10,090	170	2,087
Lamar	50,425	521	8,959
Paris	18,678	309	7,539
Remainder of County	31,747	212	1,420
Lamb	17,606	259	4,503
Littlefield	3,817	108	2,416
Remainder of County	13,789	151	2,087
Lampasas	9,167	146	2,292
Lampasas	3,426	89	1,881
Remainder of County	5,741	57	411
La Salle	8,003	125	1,139
Cotulla	3,633	77	826
Remainder of County	4,370	48	313
Lavaca	25,485	278	3,406
Yoakum (part)[3]	2,789	33	490
Remainder of County	22,696	245	2,916
Lee	12,751	156	1,572
Leon	17,733	246	2,223
Liberty	24,541	349	6,126
Limestone	33,781	430	4,784
Mexia	6,410	150	2,557
Remainder of County	27,371	280	2,227
Lipscomb	3,764	80	1,029
Live Oak	9,799	119	1,483
Llano	5,996	102	1,458
Llano	2,658	76	1,291
Remainder of County	3,338	26	167
Loving	285	8	38
Lubbock	51,782	757	23,137
Lubbock	31,853	577	21,111
Slaton	3,587	78	1,386
Remainder of County	16,342	102	640
Lynn	11,931	137	3,154
McCulloch	13,208	251	3,780
Brady	5,002	139	3,024
Remainder of County	8,206	112	756
McLennan	101,898	1,406	29,722
Mart	2,856	70	1,053
Waco	55,982	940	24,720
Remainder of County	43,060	396	3,949
McMullen	1,374	23	113
Madison	12,029	125	2,409
Marion	11,457	160	1,631
Jefferson	2,797	93	1,278
Remainder of County	8,660	67	353
Martin	5,556	65	1,100
Mason	5,378	93	1,420
Matagorda	20,066	303	5,409
Bay City	6,594	145	4,068
Remainder of County	13,472	158	1,341
Maverick	10,071	133	2,087
Eagle Pass	6,459	104	1,954
Remainder of County	3,612	29	133
Medina	16,106	165	2,199
Menard	4,521	84	1,358
Midland	11,721	162	5,935
Midland	9,352	144	5,706
Remainder of County	2,369	18	229
Milam	33,120	359	4,456
Cameron	5,040	136	2,388
Remainder of County	28,080	223	2,068
Mills	7,951	114	1,377
Mitchell	12,477	199	2,999
Colorado	5,213	125	2,527
Remainder of County	7,264	74	472
Montague	20,442	289	3,845
Bowie	3,470	102	1,798

XUM

TEXAS—Continued

Population of County and All Places Over 2,500		No. of Stores	Retail Sales (000 Omitted)
Nocona	2,605	70	$1,266
Remainder of County	14,367	117	781
Montgomery	23,055	264	4,549
Conroe	4,624	113	3,184
Remainder of County	18,431	151	1,365
Moore	4,461	74	1,402
Morris	9,810	106	1,234
Motley	4,994	77	1,150
Nacogdoches	35,392	364	6,666
Nacogdoches	7,538	166	5,081
Remainder of County	27,854	198	1,585
Navarro	51,308	641	9,417
Corsicana	15,232	333	6,959
Remainder of County	36,076	308	2,458
Newton	13,700	115	1,215
Nolan	17,309	248	5,878
Sweetwater	10,367	172	5,020
Remainder of County	6,942	76	858
Nueces	92,661	1,487	37,348
Corpus Christi	57,301	1,109	31,888
Robstown	6,780	158	2,979
Remainder of County	28,580	220	2,481
Ochiltree	4,213	78	1,963
Oldham	1,385	36	422
Orange	17,382	231	3,549
Orange	7,472	155	3,057
Remainder of County	9,910	76	492
Palo Pinto	18,456	338	4,171
Mineral Wells	6,303	154	2,784
Remainder of County	12,153	184	1,387
Panola	22,513	179	2,145
Parker	20,482	284	3,550
Weatherford	5,924	153	2,824
Remainder of County	14,558	131	726
Parmer	5,890	75	1,410
Pecos	8,185	148	2,796
Fort Stockton	3,294	97	1,921
Remainder of County	4,891	51	875
Polk	20,635	182	3,631
Potter	54,265	847	26,712
Amarillo (part)[6]	50,023	802	26,315
Remainder of County	4,242	45	397
Presidio	10,925	141	2,102
Marfa	3,805	87	1,653
Remainder of County	7,120	54	449
Rains	7,334	53	404
Randall	7,185	87	1,493
Amarillo (part)[6]	1,663	12	143
Canyon	2,622	59	1,081
Remainder of County	2,900	16	269
Reagan	1,997	37	582
Real	2,420	35	300
Red River	29,769	298	3,811
Clarksville	4,095	98	2,248
Remainder of County	25,674	200	1,563
Reeves	8,006	175	3,689
Pecos	4,855	116	3,166
Remainder of County	3,151	59	523
Refugio	10,383	165	3,172
Refugio	4,077	81	2,102
Remainder of County	6,306	84	1,070
Roberts	1,289	18	443
Robertson	25,710	292	3,406
Hearne	3,511	91	1,184
Remainder of County	22,199	201	2,222
Rockwall	7,051	99	1,018
Runnels	18,903	296	4,678
Ballinger	4,472	120	2,645
Remainder of County	14,431	176	2,033
Rusk	51,023	564	10,740
Henderson	6,437	177	6,418
Kilgore (part)[5]	63	1	
Remainder of County	44,523	386	4,322
Sabine	10,896	104	1,196
San Augustine	12,471	108	1,579
San Jacinto	9,056	83	580
San Patricio	28,871	389	7,764
Aransas Pass (part)[1]	3,747	78	1,657
Remainder of County	25,124	311	6,107
San Saba	11,012	135	1,905
San Saba	2,927	81	1,487
Remainder of County	8,085	54	418
Schleicher	3,083	43	564
Scurry	11,545	189	2,715
Snyder	3,815	123	2,251
Remainder of County	7,730	66	464
Shackelford	6,211	95	1,374
Shelby	29,235	308	4,004
Center	3,010	94	2,119
Remainder of County	26,225	214	1,885
Sherman	2,026	25	606
Smith	69,090	911	19,709
Tyler	28,279	572	16,670
Remainder of County	40,811	339	3,039
Somervell	3,071	48	389
Starr	13,312	219	1,193

TEXAS—Continued

Population of County and All Places Over 2,500		No. of Stores	Retail Sales (000 Omitted)
Stephens	12,356	211	$3,735
Breckenridge	5,826	164	3,416
Remainder of County	6,530	47	319
Sterling	1,404	31	533
Stonewall	5,589	61	576
Sutton	3,977	80	1,406
Swisher	6,528	105	1,798
Tarrant	225,521	3,173	99,469
Arlington	4,240	99	2,268
Fort Worth	177,662	2,603	92,976
Remainder of County	43,619	471	4,225
Taylor	44,147	730	16,060
Abilene	26,612	557	14,331
Remainder of County	17,535	173	1,729
Terrell	2,952	58	863
Terry	11,160	145	3,157
Throckmorton	4,275	70	666
Titus	19,228	250	3,753
Mount Pleasant	4,528	115	2,716
Remainder of County	14,700	135	1,037
Tom Green	39,302	678	16,102
San Angelo	25,802	562	15,415
Remainder of County	13,500	116	687
Travis	111,053	1,321	40,861
Austin	87,930	1,153	39,686
Remainder of County	23,123	168	1,175
Trinity	13,705	149	2,188
Tyler	11,948	137	1,774
Upshur	26,178	240	3,260
Gladewater (part)[4]	17	1	
Remainder of County	26,161	239	3,260
Upton	4,297	95	2,228
McCamey	2,595	71	1,991
Remainder of County	1,702	24	237
Uvalde	13,246	224	3,606
Uvalde	6,679	135	2,716
Remainder of County	6,567	89	890
Val Verde	15,453	238	3,986
Del Rio	13,343	214	3,812
Remainder of County	2,110	24	174
Van Zandt	31,155	345	4,436
Victoria	23,741	339	8,621
Victoria	11,566	250	7,803
Remainder of County	12,175	89	818
Walker	19,868	193	3,528
Huntsville	5,108	107	2,916
Remainder of County	14,760	86	612
Waller	10,280	142	1,944
Ward	9,575	196	3,795
Washington	25,387	323	4,342
Brenham	6,435	176	3,402
Remainder of County	18,952	147	940
Webb	45,916	562	10,444
Laredo	39,274	477	9,609
Remainder of County	6,642	85	835
Wharton	36,158	433	8,505
Wharton	4,386	129	2,807
Remainder of County	31,772	304	5,698
Wheeler	12,411	206	3,312
Shamrock	3,123	102	2,278
Remainder of County	9,288	104	1,034
Wichita	73,604	1,143	29,705
Burkburnett	2,814	71	1,705
Electra	5,588	137	2,794
Wichita Falls	45,112	741	23,496
Remainder of County	20,090	194	1,710
Wilbarger	20,474	305	6,302
Vernon	9,277	212	5,476
Remainder of County	11,197	93	826
Willacy	13,230	205	2,264
Raymondville	4,050	125	1,786
Remainder of County	9,180	80	478
Williamson	41,698	604	8,649
Georgetown	3,682	100	1,799
Taylor	7,875	179	3,872
Remainder of County	30,141	325	2,978
Wilson	17,066	203	2,137
Winkler	6,141	134	2,994
Wise	19,074	252	2,792
Decatur	2,578	83	1,379
Remainder of County	16,496	169	1,413
Wood	24,360	312	3,811
Mineola	3,223	82	1,504
Remainder of County	21,137	230	2,307
Yoakum	5,354	106	818
Young	19,004	356	6,425
Graham	5,175	147	3,501
Olney	3,497	99	2,110
Remainder of County	10,332	110	814
Zapata	3,916	58	116

TEXAS—Continued

Population of County and All Places Over 2,500		No. of Stores	Retail Sales (000 Omitted)
Zavala	11,603	129	$1,286
Crystal City	6,529	86	992
Remainder of County	5,074	43	294

[1] Aransas Pass is in Aransas and San Patricio Counties.
[2] Dalhart is in Dallam and Hartley Counties.
[3] Yoakum is in De Witt and Lavaca Counties.
[4] Gladewater is in Gregg and Upshur Counties.
[5] Kilgore is in Gregg and Rusk Counties.
[6] Amarillo is in Potter and Randall Counties.

UTAH

State Total	550,310	6,372	$170,728
Beaver	5,014	78	1,073
Box Elder	18,832	256	4,313
Brigham	5,641	114	2,125
Remainder of County	13,191	142	2,188
Cache	29,797	347	8,289
Logan	11,868	192	6,516
Remainder of County	17,929	155	1,773
Carbon	18,459	216	6,270
Helper	2,843	69	1,436
Price	5,214	96	3,881
Remainder of County	10,402	51	953
Daggett	564	6	64
Davis	15,784	136	2,641
Bountiful	3,357	38	1,185
Remainder of County	12,427	98	1,456
Duchesne	8,958	87	1,256
Emery	7,072	67	653
Garfield	5,253	61	520
Grand	2,070	28	448
Iron	8,331	110	3,621
Cedar City	4,695	69	3,205
Remainder of County	3,636	41	416
Juab	7,392	98	1,578
Nephi	2,835	50	802
Remainder of County	4,557	48	776
Kane	2,561	45	493
Millard	9,613	132	2,080
Morgan	2,611	34	463
Piute	2,203	29	358
Rich	2,028	21	165
Salt Lake	211,623	2,241	87,062
Bingham Canyon	2,834	43	1,039
Midvale	2,875	39	1,036
Murray	5,740	86	2,379
Salt Lake City	149,934	1,712	75,831
South Salt Lake	5,701	48	1,106
Remainder of County	44,539	313	5,671
San Juan	4,712	33	426
Sanpete	16,063	268	2,538
Sevier	12,112	201	3,072
Richfield	3,584	85	1,868
Remainder of County	8,528	116	1,204
Summit	8,714	137	1,598
Park City	3,739	50	652
Remainder of County	4,975	87	946
Tooele	9,133	136	2,157
Tooele	5,001	65	1,526
Remainder of County	4,132	71	631
Uintah	9,898	85	1,612
Utah	57,382	609	14,624
American Fork	3,333	48	1,174
Lehi	2,733	42	440
Payson	3,591	48	1,045
Provo	18,071	212	7,789
Spanish Fork	4,167	62	1,493
Springville	4,796	44	1,172
Remainder of County	20,691	153	1,511
Wasatch	5,754	74	1,306
Washington	9,269	149	1,795
St. George	3,591	65	1,363
Remainder of County	5,678	84	432
Wayne	2,394	26	126
Weber	56,714	662	20,127
Ogden	43,688	588	19,503
Remainder of County	13,026	74	624

VERMONT

State Total	359,231	5,423	$123,369
Addison	17,944	249	4,815
Bennington	22,286	403	7,568
Bennington	7,628	171	4,569
Remainder of County	14,658	232	2,999
Caledonia	24,320	388	8,827
St. Johnsbury	7,437	150	5,441
Remainder of County	16,883	238	3,386
Chittenden	52,098	666	21,254
Burlington	27,686	416	16,886
Winooski	6,036	81	1,207
Remainder of County	18,376	169	3,161
Essex	6,490	119	1,145

VERMONT—Continued

Population of County and All Places Over 2,500		No. of Stores	Retail Sales (000 Omitted)
Franklin	29,601	377	$8,110
St. Albans	8,037	148	4,704
Remainder of County	21,564	229	3,406
Grand Isle	3,802	55	722
Lamoille	11,028	158	3,917
Orange	17,048	243	4,642
Orleans	21,718	354	6,889
Newport	4,902	119	3,681
Remainder of County	16,816	235	3,208
Rutland	45,638	760	17,432
Rutland	17,082	313	11,588
Remainder of County	28,556	447	5,844
Washington	41,546	640	15,372
Barre	10,909	230	7,196
Montpelier	8,006	146	4,717
Remainder of County	22,631	264	3,454
Windham	27,850	416	11,004
Bellows Falls	4,236	86	3,108
Brattleboro (town)	9,622	162	6,214
Remainder of County	13,992	168	1,424
Windsor	37,862	595	12,940
Springfield	5,182	84	2,435
Windsor	3,402	63	1,908
Remainder of County	29,278	448	8,641

VIRGINIA

State Total	2,677,773	29,610	$829,172
Accomack	33,030	436	8,969
Albemarle	24,652	197	2,252
Charlottesville[1]	19,400	326	12,740
Alleghany	22,688	249	5,367
Covington	6,300	123	4,422
Remainder of County	16,388	126	945
Clifton Forge[1]	6,461	97	2,586
Amelia	8,495	78	691
Amherst	20,273	178	1,586
Appomattox	9,020	84	1,466
Arlington	57,040	324	16,387
Alexandria[1]	33,523	335	14,186
Augusta	42,772	382	5,964
Waynesboro	7,373	118	3,796
Remainder of County	35,399	264	2,174
Staunton[1]	13,337	245	8,010
Bath	7,191	71	835
Bedford	29,687	273	3,286
Bedford	3,973	84	2,073
Remainder of County	25,714	189	1,208
Bland	6,731	58	332
Botetourt	16,447	183	1,512
Brunswick	19,575	182	2,272
Buchanan	31,477	364	3,494
Buckingham	13,398	116	804
Campbell	26,048	280	3,166
Altavista	2,919	61	1,386
Remainder of County	23,129	219	1,779
Lynchburg[1]	44,541	594	21,271
Caroline	13,945	163	1,371
Carroll	25,904	226	1,747
Galax (part)[2]	1,390	26	644
Remainder of County	24,514	200	1,103
Charles City	4,275	44	197
Charlotte	15,861	154	1,108
Chesterfield	31,183	291	2,947
Colonial Hghts.	3,194	26	395
Remainder of County	27,989	265	2,552
Clarke	7,159	95	1,429
Craig	3,769	39	369
Culpeper	13,365	145	3,153
Cumberland	7,505	58	398
Dickenson	21,266	201	2,129
Dinwiddie	18,166	130	1,671
Petersburg[1]	30,631	482	13,862
Elizabeth City	32,283	194	2,894
Phoebus	3,503	58	1,137
Remainder of County	28,780	136	1,757
Hampton[1]	5,898	133	4,367
Essex	7,006	113	1,131
Fairfax	40,929	297	4,701
Fauquier	21,039	241	4,439
Floyd	11,967	124	971
Fluvanna	7,088	74	629
Franklin	25,864	214	2,113
Frederick	14,008	135	910
Winchester[1]	12,095	265	8,004
Giles	14,635	139	2,000
Gloucester	9,548	128	1,485
Goochland	8,454	89	462
Grayson	21,916	199	3,461
Galax (part)[2]	1,805	51	2,400
Remainder of County	20,111	148	1,053
Greene	5,218	42	244
Greensville	14,866	159	2,296
Emporia	2,735	95	1,967
Remainder of County	12,131	64	433
Halifax	41,271	371	5,185
South Boston	5,252	118	3,054
Remainder of County	36,019	253	2,047
Hanover	18,500	176	3,422
Henrico	41,960	285	3,859
Richmond[1]	193,042	2,751	108,308
Henry	26,481	243	2,341
Martinsville[1]	10,080	160	5,254
Highland	4,875	47	280
Isle of Wight	13,381	161	1,964

VIRGINIA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Lynchburg	4,907	54	$417
Williamsburg[1]	3,942	53	2,307
King and Queen	6,954	79	336
King George	5,431	54	441
King William	7,855	119	1,535
Lancaster	8,786	143	1,455
Lee	39,296	278	3,500
Loudoun	20,291	230	4,238
Louisa	13,665	128	1,484
Lunenburg	13,844	117	1,681
Madison	8,465	81	625
Mathews	7,149	97	979
Mecklenburg	31,933	355	4,773
Middlesex	6,673	107	913
Montgomery	21,206	220	3,825
Nelson	6,990	81	1,871
Newmond	22,771	195	1,230
Norfolk[1]	11,343	256	7,032
Nelson	16,241	161	1,346
New Kent	4,092	59	659
Norfolk	35,828	279	2,413
Norfolk[1]	144,332	2,045	63,632
Portsmouth[1]	50,745	645	16,494
South Norfolk[1]	8,038	93	1,717
Northampton	17,597	247	3,680
Northumberland	10,463	126	1,162
Nottoway	15,556	185	3,136
Orange	12,649	161	3,063
Page	14,863	189	1,996
Patrick	16,613	156	1,026
Pittsylvania	61,697	381	4,559
Powhatan	32,749	427	15,719
Prince Edward	5,671	60	508
Prince Edward	14,922	155	3,200
Farmville	3,475	86	2,644
Remainder of County	11,447	69	556
Prince George	12,226	105	737
Hopewell	8,679	136	2,643
Prince William	17,738	197	3,053
Princess Anne	19,984	282	3,626
Pulaski	22,767	241	4,174
Pulaski	8,792	139	3,536
Remainder of County	13,975	102	638
Rappahannock	7,208	68	526
Richmond	6,634	97	922
Roanoke	42,897	378	5,057
Salem	5,737	85	2,167
Rockbridge	3,455	36	607
Remainder of County	33,705	257	2,283
Roanoke	69,287	899	36,151
Rockbridge	22,384	239	3,904
Lexington	3,914	93	2,692
Remainder of County	18,470	146	1,212
Rockbridge	4,335	61	1,036
Rockingham	31,289	269	4,367
Harrisonburg	8,768	184	7,985
Russell	26,627	237	2,099
Scott	26,989	266	1,880
Shenandoah	20,898	323	3,413
Smyth	28,861	266	3,861
Marion	5,177	68	2,196
Saltville (part)[3]	2,145	16	774
Remainder of County	21,539	182	891
Southampton	26,442	271	3,742
Franklin	3,466	84	2,160
Remainder of County	22,976	187	1,582
Spotsylvania	9,905	102	775
Fredericksburg	10,066	213	7,741
Stafford	9,548	93	495
Surry	6,193	74	605
Sussex	12,485	141	1,567
Tazewell	41,607	372	7,520
Bluefield (Va. only)	3,921	60	1,313
Remainder of County	37,686	312	6,207
Warren	11,352	185	3,065
Front Royal	3,831	129	2,795
Remainder of County	7,521	56	270
Warwick	9,248	77	969
Newport News	37,067	578	18,893
Washington	38,197	318	3,559
Abingdon	3,158	77	1,726
Saltville (part)[3]	505	...	....
Remainder of County	34,534	241	1,833
Bristol (Va. only)	9,768	167	5,334
Westmoreland	9,512	153	1,198
Wise	52,458	464	7,995
Appalachia	3,010	74	1,385
Big Stone Gap	4,331	65	791
Norton	4,006	61	2,070
Remainder of County	41,111	264	3,749
Wythe	22,721	219	3,880
Wytheville	4,653	83	2,700
Remainder of County	18,068	136	1,180
York	8,857	99	839

[1] Independent city—not included in county totals.
[2] Galax is in Carroll and Grayson Counties.
[3] Saltville is in Smyth and Washington Counties.

WASHINGTON

State Total	1,736,191	26,682	$668,790
Adams	6,209	119	2,316
Asotin	8,365	74	1,175
Clarkston	3,116	49	963
Remainder of County	5,249	25	212

WASHINGTON—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Benton	12,053	156	$2,737
Chelan	34,412	535	15,555
Wenatchee	11,620	260	10,727
Remainder of County	22,792	275	4,828
Clallam	21,848	310	7,139
Port Angeles	9,409	180	5,431
Remainder of County	12,439	130	1,708
Clark	49,852	661	14,502
Camas	4,433	76	1,926
Vancouver	18,788	350	9,661
Remainder of County	26,631	235	2,915
Columbia	5,549	81	1,477
Dayton	3,026	67	1,364
Remainder of County	2,523	14	113
Cowlitz	40,155	539	14,099
Kelso	6,749	187	4,146
Longview	12,385	158	7,001
Remainder of County	21,021	194	2,952
Douglas	8,651	94	1,392
Ferry	4,701	71	748
Franklin	6,307	114	2,547
Pasco	3,913	86	2,229
Remainder of County	2,394	28	318
Garfield	3,383	48	1,227
Grant	14,668	324	5,517
Grays Harbor	53,166	873	20,169
Aberdeen	18,846	379	12,018
Hoquiam	10,835	201	3,578
Remainder of County	23,485	293	4,573
Island	6,098	101	1,066
Jefferson	8,918	144	2,166
Port Townsend	4,683	82	1,595
Remainder of County	4,235	62	571
King	504,980	8,389	238,317
Auburn	4,211	106	2,518
Enumclaw	2,627	76	2,305
Renton	4,488	133	3,588
Seattle	368,302	6,563	208,537
Remainder of County	125,352	1,511	21,369
Kitsap	44,387	631	15,085
Bremerton	15,134	316	10,009
Remainder of County	29,253	315	5,076
Kittitas	20,230	342	7,350
Ellensburg	5,944	166	4,741
Remainder of County	14,286	176	2,609
Klickitat	11,357	175	3,058
Lewis	41,393	644	12,500
Centralia	7,414	201	4,513
Chehalis	4,857	149	4,580
Remainder of County	29,122	294	3,407
Lincoln	11,361	218	4,480
Mason	11,603	188	3,415
Shelton	3,707	102	2,741
Remainder of County	7,896	86	674
Okanogan	24,546	312	6,489
Omak	2,918	59	1,416
Remainder of County	21,628	253	5,073
Pacific	15,928	291	4,702
Raymond	4,045	112	2,750
Remainder of County	11,883	179	1,952
Pend Oreille	7,156	135	1,718
Pierce	182,081	2,694	67,454
Puyallup	7,889	144	3,110
Tacoma	109,408	1,864	55,065
Remainder of County	64,784	686	9,279
San Juan	3,157	54	624
Skagit	37,650	672	11,907
Anacortes	5,875	103	1,670
Mount Vernon	4,278	169	5,269
Sedro-Woolley	2,954	92	1,871
Remainder of County	24,543	308	3,097
Skamania	4,633	79	760
Snohomish	88,754	1,296	28,617
Everett	30,224	586	18,238
Snohomish	2,794	90	1,899
Remainder of County	55,736	620	8,480
Spokane	164,652	2,431	71,307
Spokane	122,001	2,017	65,583
Remainder of County	42,651	414	5,724
Stevens	19,275	210	3,641
Thurston	37,285	543	13,974
Olympia	13,254	326	11,440
Remainder of County	24,031	217	2,534
Wahkiakum	4,286	49	726
Walla Walla	30,547	432	13,123
Walla Walla	18,109	304	11,747
Remainder of County	12,438	128	1,376
Whatcom	60,355	906	20,836
Bellingham	29,314	547	15,602
Remainder of County	31,041	359	5,234
Whitman	27,221	477	10,170
Colfax	2,853	95	2,714
Pullman	4,417	95	3,350
Remainder of County	19,951	287	4,106
Yakima	99,019	1,270	34,705
Toppenish	3,683	103	2,515
Yakima	27,221	550	22,766
Remainder of County	68,115	617	9,424

WEST VIRGINIA

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
State Total	1,901,974	18,928	$403,989
Barbour	19,869	179	2,166
Berkeley	29,016	396	6,655
Martinsburg	15,063	288	6,019
Remainder of County	13,953	108	636
Boone	28,556	218	4,429
Braxton	21,658	176	1,889
Brooke	25,513	280	4,315
Follansbee	4,834	79	936
Hollidays Cove (part)[1]	2,348	19	441
Wellsburg	6,255	110	2,369
Remainder of County	12,076	72	569
Cabell	97,459	1,161	32,702
Huntington (part)[2]	75,566	989	30,940
Remainder of County	21,893	172	1,762
Calhoun	12,455	115	994
Clay	15,206	93	1,336
Doddridge	10,923	89	1,056
Fayette	80,628	612	17,495
Montgomery (part)[3]	2,345	62	2,462
Oak Hill	3,213	79	2,411
Remainder of County	75,070	471	12,622
Gilmer	12,046	103	945
Grant	8,805	112	1,121
Greenbrier	38,520	412	6,496
Hampshire	12,974	151	1,499
Hancock	31,572	357	6,689
Chester	3,805	52	943
Hollidays Cove (part)[1]	3,789	33	1,371
Remainder of County	23,978	272	4,375
Hardy	10,813	112	1,099
Harrison	82,911	909	20,394
Clarksburg	30,579	466	15,490
Salem	2,571	51	973
Shinnston	2,817	58	1,088
Remainder of County	46,944	334	2,843
Jackson	16,598	188	1,785
Jefferson	16,762	216	2,584
Kanawha	195,619	1,949	60,729
Charleston	67,914	998	43,839
Dunbar	5,266	60	1,079
Montgomery (part)[3]	886	9	300
Nitro (part)[4]	2,001	31	602
St. Albans	3,558	62	1,525
So. Charleston	10,377	91	2,754
Remainder of County	105,617	698	10,630
Lewis	22,271	243	3,723
Weston	8,268	131	3,069
Remainder of County	14,003	112	654
Lincoln	22,886	154	1,563
Logan	67,768	528	14,998
Logan	5,166	121	5,487
Remainder of County	62,602	407	9,511
McDowell	94,354	669	21,510
Welch	6,264	153	4,979
Remainder of County	88,090	516	16,531
Marion	68,683	666	16,489
Fairmont	23,105	329	11,366
Mannington	3,145	53	898
Remainder of County	42,433	284	4,225
Marshall	40,189	445	5,732
Benwood	3,608	56	421
McMechen	3,726	44	517
Moundsville	14,168	201	3,374
Remainder of County	18,687	144	1,420
Mason	22,270	219	2,026
Point Pleasant	3,538	75	1,349
Remainder of County	18,732	144	677
Mercer	68,289	640	16,202
Bluefield (W. Va. only)	20,641	279	10,019
Princeton	7,426	123	3,127
Remainder of County	40,222	238	3,056
Mineral	22,215	262	3,859
Keyser	6,177	115	2,244
Piedmont	2,677	54	735
Remainder of County	13,361	93	880
Mingo	40,802	373	8,147
Williamson	8,366	134	4,886
Remainder of County	32,436	239	3,261
Monongalia	51,252	616	13,365
Morgantown	16,655	336	10,390
Remainder of County	34,597	280	2,975
Monroe	13,577	126	1,118
Morgan	8,743	109	970
Nicholas	24,070	173	2,286
Richwood	5,051	50	954
Remainder of County	19,019	123	1,332
Ohio	73,115	1,136	33,047
Wheeling	61,099	1,043	31,885
Remainder of County	12,016	93	1,162
Pendleton	10,884	83	965
Pleasants	6,692	81	1,224
Pocahontas	13,906	160	1,806
Preston	30,416	308	3,374
Putnam	19,511	166	2,144
Nitro (part)[4]	982	10	102
Remainder of County	18,529	156	2,042

WEST VIRGINIA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Raleigh	86,687	716	$20,174
Beckley	12,852	249	10,292
Remainder of County	73,835	467	9,882
Randolph	30,259	292	5,946
Elkins	8,133	129	4,660
Remainder of County	22,126	163	1,286
Ritchie	15,389	173	1,854
Roane	20,787	175	2,219
Summers	20,409	178	2,751
Hinton	5,815	97	2,317
Remainder of County	14,594	81	434
Taylor	19,919	223	3,258
Grafton	7,431	134	2,613
Remainder of County	12,488	89	645
Tucker	13,173	148	1,724
Tyler	12,559	138	1,926
Sistersville	2,702	56	1,252
Remainder of County	9,857	82	674
Upshur	18,360	196	2,530
Buckhannon	4,450	103	2,095
Remainder of County	13,910	93	435
Wayne	35,566	266	2,179
Huntington (part)[2]	3,270	28	277
Kenova	3,902	48	870
Remainder of County	28,394	190	1,032
Webster	18,080	104	1,983
Wetzel	22,342	283	3,382
New Martinsville	3,491	96	1,619
Remainder of County	18,851	187	1,763
Wirt	6,475	58	450
Wood	62,399	779	17,697
Parkersburg	30,103	534	15,292
Remainder of County	32,296	245	2,405
Wyoming	29,774	214	4,990

[1] Hollidays Cove is in Brooke and Hancock Counties.
[2] Huntington is in Cabell and Wayne Counties.
[3] Montgomery is in Fayette and Kanawha Counties.
[4] Nitro is in Kanawha and Putnam Counties.

WISCONSIN

State Total	3,137,587	47,604	$1,064,994
Adams	8,449	104	1,074
Ashland	21,801	342	6,952
Ashland	11,101	192	5,266
Remainder of County	10,700	150	1,686
Barron	34,289	503	9,459
Rice Lake	5,719	128	3,678
Remainder of County	28,570	375	5,781
Bayfield	15,827	210	2,854
Brown	83,109	1,341	34,604
De Pere	6,373	125	3,103
Green Bay	46,235	779	26,397
Remainder of County	30,501	437	5,104
Buffalo	16,090	217	3,102
Burnett	11,382	147	1,836
Calumet	17,618	319	4,255
Chippewa	40,703	573	10,967
Chippewa Falls	10,368	185	5,069
Remainder of County	30,335	388	5,898
Clark	33,972	513	7,353
Columbia	32,517	600	10,732
Columbus	2,760	93	1,910
Portage	7,016	150	3,822
Remainder of County	22,741	357	5,000
Crawford	18,328	270	3,436
Prairie du Chien	4,622	97	1,673
Remainder of County	13,706	173	1,763
Dane	130,660	1,934	58,625
Madison	67,447	1,068	44,329
Stoughton	4,743	97	1,906
Remainder of County	58,470	769	12,390
Dodge	54,280	903	13,531
Beaver Dam	10,356	194	4,580
Mayville	2,754	88	1,225
Watertown (part)[1]	2,754	21	214
Waupun (part)[2]	4,888	45	794
Remainder of County	33,528	555	6,718
Door County	19,095	360	5,733
Sturgeon Bay	5,439	142	3,433
Remainder of County	13,656	218	2,300
Douglas	47,119	726	16,220
Superior	35,136	572	14,706
Remainder of County	11,983	154	1,514
Dunn	27,375	334	6,154
Menomonie	6,582	154	3,926
Remainder of County	20,793	180	2,228
Eau Claire	46,999	588	17,966
Eau Claire	30,745	437	15,947
Remainder of County	16,254	151	2,019
Florence	4,177	74	655

XUM

WISCONSIN—Continued

Population of County and All Places Over 2,500		No. of Stores	Retail Sales (000 Omitted)
Fond du Lac	62,353	998	$21,648
Fond du Lac	27,209	477	13,485
Ripon	4,566	96	2,272
Waupun (part)[2]	1,910	60	1,776
Remainder of County	28,668	365	4,115
Forest	11,805	159	2,220
Grant	40,639	609	11,191
Lancaster	2,963	65	1,990
Platteville	4,762	102	2,466
Remainder of County	32,914	442	6,735
Green	23,146	381	8,427
Monroe	6,182	160	4,578
Remainder of County	16,964	221	3,849
Green Lake	14,092	288	4,525
Berlin (part)[3]	4,215	110	2,236
Remainder of County	9,877	178	2,289
Iowa	20,595	310	4,042
Iron	10,049	248	2,381
Hurley	3,375	126	1,461
Remainder of County	6,674	122	920
Jackson	16,599	252	3,737
Jefferson	38,868	741	14,978
Fort Atkinson	6,153	137	3,342
Jefferson	3,059	85	1,776
Watertown (part)[1]	8,547	223	5,900
Remainder of County	21,109	296	3,960
Juneau	18,708	301	4,192
Kenosha	63,505	966	22,430
Kenosha	48,765	741	19,481
Remainder of County	14,740	225	2,949
Kewaunee	16,680	303	3,556
Algoma	2,652	59	1,172
Kewaunee	2,533	63	1,015
Remainder of County	11,495	181	1,369
La Crosse	59,653	851	23,288
La Crosse	42,707	642	20,032
Remainder of County	16,946	209	3,256
Lafayette	18,695	298	4,388
Langlade	23,227	367	6,898
Antigo	9,495	206	5,685
Remainder of County	13,732	161	1,213
Lincoln	22,536	380	5,898
Merrill	8,711	190	3,761
Tomahawk	3,365	87	1,428
Remainder of County	10,460	103	709
Manitowoc	61,617	994	20,908
Manitowoc	24,404	415	11,913
Two Rivers	10,302	140	3,318
Remainder of County	26,911	439	5,677
Marathon	75,915	1,013	20,903
Wausau	27,268	406	14,421
Remainder of County	48,647	607	6,482
Marinette	36,225	484	10,000
Marinette	14,183	204	6,254
Remainder of County	22,042	280	3,746

WISCONSIN—Continued

Population of County and All Places Over 2,500		No. of Stores	Retail Sales (000 Omitted)
Marquette	9,097	166	$1,890
Milwaukee	766,885	11,196	324,906
Cudahy	10,561	177	2,821
Milwaukee	587,472	9,375	288,244
Shorewood	15,184	92	3,169
South Milwaukee	11,134	167	2,927
Wauwatosa	27,769	180	6,312
West Allis	36,364	500	12,001
West Milwaukee	5,010	74	818
Whitefish Bay	9,651	36	990
Remainder of County	63,740	595	7,624
Monroe	30,080	437	7,495
Sparta	5,820	125	3,231
Tomah	3,817	114	2,255
Remainder of County	20,443	198	2,009
Oconto	27,075	450	4,788
Oconto	5,362	113	1,549
Remainder of County	21,713	337	3,239
Oneida	18,938	418	7,677
Rhinelander	8,501	189	5,173
Remainder of County	10,437	229	2,504
Outagamie	70,032	1,016	25,495
Appleton	28,436	430	16,032
Kaukauna	7,382	140	2,710
Kimberly	2,618	29	563
Little Chute	3,360	56	896
New London (part)[4]	1,154	9	183
Remainder of County	27,082	352	5,111
Ozaukee	18,985	340	6,219
Port Washington	4,046	85	2,228
Remainder of County	14,939	255	3,991
Pepin	7,897	127	2,019
Pierce	21,471	348	5,707
Polk	26,197	350	6,049
Portage	35,800	494	9,128
Stevens Point	15,777	241	7,051
Remainder of County	20,023	253	2,077
Price	18,467	268	4,412
Park Falls	3,252	59	1,757
Remainder of County	15,215	209	2,655
Racine	94,047	1,365	34,485
Burlington	4,414	121	3,635
Racine	67,195	953	26,946
Remainder of County	22,438	291	3,904
Richland	20,381	264	4,250
Richland Center	4,364	104	3,043
Remainder of County	16,017	160	1,207
Rock	80,173	1,127	31,428
Beloit	25,365	390	12,825
Edgerton	3,266	63	1,938
Janesville	22,992	351	11,701
Remainder of County	28,550	323	4,964
Rusk	17,737	233	3,973
Ladysmith	3,671	89	2,343
Remainder of County	14,066	144	1,630

WISCONSIN—Continued

Population of County and All Places Over 2,500		No. of Stores	Retail Sales (000 Omitted)
St. Croix	24,842	414	$6,487
Hudson	2,987	71	1,274
Remainder of County	21,855	343	5,213
Sauk	33,700	535	10,574
Baraboo	6,415	143	3,731
Reedsburg	3,608	89	2,874
Remainder of County	23,677	303	3,969
Sawyer	11,540	184	2,788
Shawano	35,378	574	7,466
Shawano	5,565	117	3,299
Remainder of County	29,813	457	4,167
Sheboygan	76,221	1,068	26,076
Plymouth	4,170	107	2,277
Sheboygan	40,638	567	18,212
Sheboygan Falls	3,395	63	1,337
Remainder of County	28,018	331	4,250
Taylor	20,105	253	3,462
Trempealeau	24,381	350	5,353
Vernon	29,940	391	5,648
Viroqua	3,549	103	2,428
Remainder of County	26,391	288	3,220
Vilas	8,894	232	3,532
Walworth	33,103	763	14,397
Delavan	3,444	81	2,274
Lake Geneva	3,238	107	2,651
Whitewater	3,689	113	2,312
Remainder of County	22,732	462	7,160
Washburn	12,496	192	2,913
Spooner	2,639	74	1,729
Remainder of County	9,857	118	1,184
Washington	28,430	447	8,066
Hartford	3,910	73	2,062
West Bend	5,452	101	2,670
Remainder of County	19,068	273	3,334
Waukesha	62,744	1,035	20,581
Oconomowoc	4,562	105	2,710
Waukesha	19,242	290	9,224
Remainder of County	38,940	640	8,647
Waupaca	34,614	622	9,747
Clintonville	4,134	108	2,202
New London (part)[4]	3,671	89	1,514
Waupaca	3,458	105	2,289
Remainder of County	23,351	320	3,742
Waushara	14,268	231	2,868
Berlin (part)[3]	32	..	...
Remainder of County	14,236	231	2,868
Winnebago	80,507	1,150	29,448
Menasha	10,481	141	3,208
Neenah	10,645	145	4,688
Oshkosh	38,089	600	18,260
Remainder of County	21,292	264	3,292
Wood	44,465	563	14,549
Marshfield	10,359	185	5,716

WISCONSIN—Continued

Population of County and All Places Over 2,500		No. of Stores	Retail Sales (000 Omitted)
Wisconsin Rapids	11,416	153	$6,...
Remainder of County	22,690	225	2,...

[1] Watertown is in Dodge and Jefferson Counties.
[2] Waupun is in Dodge and Fond du Lac Counties.
[3] Berlin is in Green Lake and Waushara Counties.
[4] New London is in Outagamie and Waupaca Counties.

WYOMING

State Total	250,742	4,113	$10...
Albany	13,946	206	6...
Laramie	10,627	160	4...
Remainder of County	3,319	46	...
Big Horn	12,911	212	3...
Campbell	6,048	88	1...
Carbon	12,644	223	4...
Rawlins	5,531	114	3...
Remainder of County	7,113	109	1...
Converse	6,631	124	3...
Crook	5,463	85	...
Fremont	16,095	270	5...
Goshen	12,207	167	3...
Hot Springs	4,607	74	1...
Johnson	4,980	116	1...
Laramie	33,651	446	14...
Cheyenne	22,474	333	13...
Remainder of County	11,177	113	1...
Lincoln	10,286	184	3...
Natrona	23,858	371	12...
Casper	17,964	287	11...
Remainder of County	5,894	84	...
Niobrara	5,988	94	1...
Park	10,976	191	3...
Platte	8,013	124	2...
Sheridan	19,255	395	11...
Sheridan	10,529	255	7...
Remainder of County	8,726	140	...
Sublette	2,778	52	...
Sweetwater	19,407	284	8...
Green River	2,640	48	1...
Rock Springs	9,827	160	6...
Remainder of County	6,940	76	...
Teton	2,543	62	1...
Uinta	7,223	123	3...
Evanston	3,605	67	1...
Remainder of County	3,618	56	...
Washakie	5,858	82	...
Weston	4,958	104	1...
Yellowstone National Park (part)	416	36	...

" . . . scripts equalling in quality and often surpassing network shows."

KFNF

● **A new series of ASCAP Radio Program Service shows is available without cost to any ASCAP-licensed station. These programs are written in complete understanding of the problems of both Program and Commercial Manager. Write or wire at once.**

ASCAP

Radio Program Service

30 Rockefeller Plaza, New York

XUM

XUM

To Hell With...

ALABAMA	INDIANA	MONTANA	SOUTH CAROLINA
ARIZONA	IOWA	NEBRASKA	SOUTH DAKOTA
ARKANSAS	KANSAS	NEVADA	TENNESSEE
COLORADO	KENTUCKY	NEW HAMPSHIRE	UTAH
CONNECTICUT	LOUISIANA	NEW MEXICO	VERMONT
DELAWARE	MAINE	NORTH CAROLINA	VIRGINIA
DIST. COLUMBIA	MARYLAND	NORTH DAKOTA	WASHINGTON
FLORIDA	MINNESOTA	OKLAHOMA	WEST VIRGINIA
GEORGIA	MISSISSIPPI	OREGON	WISCONSIN
IDAHO	MISSOURI	RHODE ISLAND	WYOMING

That would be a fine attitude for a national advertiser to take, wouldn't it?

He might as well not mention the name of his product as try to sell the nation without including each one of these forty important states. Yet there is a market on the Pacific Coast (not including the Los Angeles, San Francisco, Portland and Seattle areas regularly covered by surveys) that contains more radio families than any one of these important states . . . in fact, more than most any two of them combined. And do these people have money? . . . Retail sales last year were $1,558,484,000. In order to determine the exact listening habits of these 921,690 families, C. E. Hooper, Inc., in conjunction with a prominent Eastern advertising agency conducted a survey. Ten representative cities were chosen from the three Pacific Coast states. 30,000 calls were made during two 5-day weeks, employing the regular coincidental methods uniformly and continuously. The following facts were established:

In one-third of the cities surveyed, at least 94% of listeners were tuned to Don Lee.

In one-half of the cities surveyed, at least 65% of listeners were tuned to Don Lee.

In the ten cities, the total program ratings on Don Lee were nearly twice that of all other networks combined.

In choosing your radio, be sure that your appropriation covers *this* market, and bear in mind that it is a qualified fact that in this market people listen to their own local station, within their own trading area. This is the kind of coverage that pays dividends and it's the kind of coverage you get only on Don Lee, for Don Lee alone completely covers this 1,558,484,000-dollar market.*

Advertisers and agencies write or wire Wilbur Eickelberg, General Sales Manager for copies of actual survey.

*Of course, Don Lee covers all Pacific Coast Metropolitan Areas as well as this bonus market.

5515 MELROSE AVE., HOLLYWOOD
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
JOHN BLAIR & CO., *National Representatives*

Mutual
DON LEE

XUM

WABC
NEW YORK
50,000 WATTS

WAPI
BIRMINGHAM
5,000 WATTS

WBBM
CHICAGO
50,000 WATTS

W B T
CHARLOTTE
50,000 WATTS

WCCO
MINNEAPOLIS
-ST. PAUL
50,000 WATTS

WEEI
BOSTON
5,000 WATTS

WJSV
WASHINGTON
50,000 WATTS

KMOX
ST. LOUIS
50,000 WATTS

K N X
LOS ANGELES
50,000 WATTS

RADIO SALES

The Columbia California Network
The Columbia Pacific Network
The Columbia New England Network

XUM

XUM